Sales Pacer

—Portrait by Nakash

The Association of Canadian Advertisers meeting at Toronto this week elected Merle M. Schneckenburger its new president. He's vice-president, advertising and public relations, Joseph E. Seagram & Sons. The members of ACA handle some $85 millions annually in national advertising accounts. (Personality sketch on page 6.)

The Financial Post

20 cents

Canada's National Weekly of Business, Investment and Public Affairs.

Vol. XLIX — Twenty Cents an issue, Six Dollars a Year ★ Publication Office: Toronto, May 7, 1955 ★ Member of Audit Bureau of Circulations — No. 19

THE NATION'S BUSINESS

Hard Work Bringing Big Pipeline Nearer

The Ottawa hearings which granted Trans Canada Pipelines an extension on its franchise to get ahead with an all-Canada gas pipline were quite encouraging.

The report of efforts so far made to wrap up this incredibly complicated parcel of contentious problems showed an enormous amount of really hard work had been done.

Certainly nobody holding out any lively promise of doing any better than Trans Canada has lifted his voice.

Changing the picture enormously for the better since the collapse of the first proposal is what's happening in Montreal. It now seems certain that the deal to set up a separate gas company there will be finalized.

With Toronto, and Montreal markets tied into the line (big Union Gas is already committed) the pipeliners are getting their project right down to the brass tacks. This is a very substantial advance and makes an enormous difference to investors.

No move to ditch the basic policy of an all-Canada route came out of the Ottawa hearings. That's good.

Sure, a line looped through the U. S. would be cheaper and, right now, would be easier to finance. But the gas line is a great Canadian national utility. The decision to make it all-Canadian is as important as was the decision to build all-Canadian railway lines. The railway builders did not take the cheap, short-view decision. Neither should we now on the gas line and get ourselves endlessly tangled in the uncertainties of having our western sellers of gas and eastern buyers of gas dependent on the whims of a foreign government.

Another good thing that has happened since the original collapse is that backbones have been stiffened. From its inception the scheme has suffered from some of its patty-cake boys who were anxious to run to Ottawa for help at the first real hurdle. That didn't work.

Now the dominant view is we will and we can swing this great project successfully, soon and on our own. That's the way it ought to be. More power to them. The men are now back on the track of trying to do what they originally said they would do. We hope they don't again get off the rails.

* * *

More Hope for This Conference

At the meetings of the Dominion with the provinces in the past, we've had too much school-boy nonsense; too many prima donnas playing personal games and obstructing important work.

There will be tough bargaining and twaddle will, of course, be talked but the performance at the recent pre-conference meeting gives reason for hope.

The matter of sharing the cost of relief for such few able-bodied unemployed as are not covered by insurance should not be difficult.

The much tougher problem will be what payments Ottawa shall make to the provinces under the successors to the tax rental agreements from 1957 on.

On both these matters an innovation that can be of tremendous value is the Official Committee representing provinces and Dominion.

Usually in the past these extremely complicated and far-reaching matters have been tackled only at the formal meetings of the premiers which are inevitably hurried and very heavily political.

The Official Committee affords a means not only of thorough fact-finding but of sorting out and appraising the various points of view ahead of time.

The old game of trying to "surprise the enemies" by dropping bomb-shell schemes into the formal meetings just wasted everybody's time. The complexity of the problems makes it a major piece of research and appraisal to figure out how any formula will work. That job can't be done at formal meetings.

The Official Committee should be given full opportunity ahead of time to work over all plans.

Then with the crazy ideas discarded the conference can get down to business on ideas that may bear fruit.

This won't seriously interfere with political ranting and it will serve the country better.

* * *

Spotlight on Japan

For this issue The Financial Post presents a feature report on Japan.

Japan is very important to Canada not only as a customer. What policies that country pursues in the years ahead are of tremendous importance to the whole free world.

It is improbable that the Japanese will long continue to buy from us seven times as much as we bought from them in 1953 or five times as much as in the year 1954. And how successfully the Japanese can very greatly increase their sales here is a problem of great difficulty.

But Japan is a whole bundle of difficulties. She has an enormous and swelling population in little space. Having lost the territories from which she used to draw raw materials, Japan must now buy coal and iron at U. S. prices to make goods to sell primarily in the low-price markets of Asia.

The new premier Hatoyama has announced that he wants to open trade and diplomatic relations with Soviet Russia and Communist China.

The Soviet is all out to create a neutral belt between themselves and the west by encouraging fence-sitting countries like India and Yugoslavia and detaching others where possible from their Western allegiance.

No major country in the world right now offers such a fertile field for the rank growth of neutralist doctrine as Japan.

Push for Gas Line Enters Final Round

Assurances Of Montreal Market In East; U. S. Mid-West Market; Contracts With Industry, Keys To Giant Financing Jig-Saw Puzzle

By W. L. DACK

Armed with a six-month permit extension Trans Canada Pipe Lines Ltd. officials this week swung into a last-ditch, do-or-die attack on the biggest pipeline financing job in history.

It will take time — probably more than six months — to fit all the pieces into the giant jig-saw financing puzzle. But Trans Canada now seems to be on the way.

The pipeline officials make no bones about this: Purchase of the Montreal gas system from Quebec Hydro will be the hinge on which the massive financing will start to swing. Acquisition of the No. 1 Canadian gas market—with 250,000 meters already connected — is expected to be the starting point in a series of steps, each one largely dependent on the previous one — that will see successful financing of an all-Canada gas pipeline completed.

As the Montreal market is the key to early financing of a $25-$30 million pipeline extension from Toronto to Montreal so the St. Paul-Minneapolis market is regarded the all-important key to successful financing of the Alberta-to-Winnipeg section of the pipeline.

As for the tough middle section — Winnipeg to Ontario — there is little doubt that if it is to be built in the near future it must be part and parcel of an over-all financing arrangement regardless of whether it is to be built in 1957 or 1958.

Here is Trans Canada's work (Continued on page 11, col. 3)

PRICES

(SEE ALSO TREND OF BUSINESS, P. 17)

Wheat entering crucial period with future trends hinging on what U. S. producers do about marketing quotas. If they vote against quotas in early-summer referendum, price supports could drop from 75% to 50% of parity (or even disappear altogether) unless current U. S. policy changed. Weakening of wheat throughout the world probably would follow.

Farm commodities generally would be softened by development of major weaknesses for wheat which is a key commodity — having wide effect on others. Canada is deeply concerned in U. S. situation.

Coffee beans weakened on confirmation that Brazilian supplies should be heavier than expected. Retail coffee may drop if decline carries further.

Polyester film, trade-named Mylar by Du Pont, gets average reduction of 10%-12% with exception of one gauge. Second cut since film became available in quantity. Uses: Electrical insulation, packaging, auto and leather trim, metallized yarn, recording and pressure sensitive tapes.

Refined sugar cut 20c cwt. by three major Eastern Canadian refineries. Not expected to affect retail prices for 30 days, may be too small for any impact at all.

Tea may be turning downward.

Auto Firms See Records In '55 Sales

Canada's automakers are unleashing their multi-million dollar productive mammoth to meet what they have decided will be continued booming demand for new cars.

That looks certain now. There are even predictions that new car sales this year will equal or surpass the tremendous figures of 1953.

In recent weeks manufacturers have been faced with a key problem (The Post, April 30): Whether to slacken their hot production pace or decide that 1955 is going to be a better auto sales year than most once thought.

There's still a chance that car makers will pull in their horns, decide that 1955 will just be another year. But these new developments make that look unlikely:

—General Motors of Canada President William Wecker said this week: "1955 could be the biggest passenger car year in the history of the Canadian auto industry with production and sales exceeding 1953 by between 15% and 20%."

—GM production in the first four months hit a record 66,282 (Continued on page 3, col. 2)

Major Deal Near In Ont. Iron Ore

187 Million Tons Shown In Northwestern Ontario Deposit; Chimo-McWatters-Calmor Team Talks to "Number of Iron, Steel Firms"

(For map showing location of Bruce Lake iron deposit and related details see page 33)

By GORDON M. GRANT

From the Canadian strongbox of raw materials yet another prize was beginning to take on the hard shape of reality this week.

This one: iron ore—187 million long tons of it.

A "deal" to put the deposit into production was also close. It will mean new railway, opening of next-to-virgin country, production plants and possibly yet another young and virile Canadian community.

Location: Bruce Lake, 20 miles south of Red Lake in Northwestern Ontario.

The 187 million tons of open pit crude ore—from which over 77 million tons of a valuable 64.7% iron concentrate can be made—have been indicated as a result of 1954 diamond drilling and subsequent extensive metallurgical testing on over 6,000 ft. of core.

Iron Bay Mines which owns the deposit—and is controlled by Chimo, Calmor and McWatters—has already had definite expressions of interest from a number of companies in the iron and steel business. No deal has been arranged as yet, but the demand for iron ore and the economics of the Bruce Lake deposit are such that the management regards a deal as likely.

Production plans would embrace large reduction and pelletizing plants, an 80-mile rail line to link the property with the Red Lake road station on the CNR transcontinental line and a two-mile power line to tie in with available power from the Ear Falls plant of the Ontario Hydro-Electric Power Commission.

(Preliminary indications of success leave secured some stock market recognition. Iron Bay shares are not quoted but Chimo has risen from $2 to as high as $2.49, McWatters has climbed from 14 cents to over 50 cents and Calmor, formerly offered at 20 cents without a bid, was 70 cents bid without an offering this week.)

Size of the production plant would be determined by any financing arrangements. But it is expected production plans would be large scale.

77-Year Camp

On the basis of turning out a million long tons of concentrate a year, ore reserves would be sufficient for 77 years. A million-ton production and pelletizing plant would involve mining of 2.4 million tons of crude ore a year—and capital expenditures of $20 millions to $25 millions. The 80-mile connecting rail line would presumably be built by the CNR and would cost about $8 millions on the basis of $100,000 per mile.

A summary of developments—including technical details of interest to the steel industry—as reported by Chimo Gold Mines is as follows:

"The 1954 exploration conducted by Iron Bay Mines Ltd. on their Bruce Lake iron property confirmed the presence of an extensive magnetite-bearing iron formation and outlined two minable ones having lengths of 3,200 and 7,400 ft. respectively. The widths of the zones vary from 120 to 620 ft. Approximately 187 million long tons of crude ore are indicated to a depth of 500 ft. Mineral-dressing tests have shown that approximately 77 million long tons of concentrates with an average grade of 65% iron can be produced from this tonnage of crude ore.

"The exploration consisted of diamond drilling supplemented by geomagnetic and geological surveys. Twenty-nine "A" size diamond drill holes were sunk for an aggregate footage of 13,962 ft. Twenty-one of the holes encountered ore material. The magnetite-bearing portions were tested at the research laboratory of The Cleveland-Cliffs Iron Co. at Ishpeming, Michigan. The weighted composite samples of all cores (Continued on page 2, col. 3)

Inside News

PROFIT PICTURE of '54 by company groups, by individual companies. The detailed financial experience of 298 firms .... pp. 4, 28

UNION WITH YANKS? Bruce Hutchinson talks of some "invisible facts" .... p. 7

JAPAN looks to the Western World. A feature Post report on the workshop of Asia .... pp. J1 to J18

MAKING MONEY in the Market—another in this new Post series .... p. 26

FOR THE GIRLS — good husband country. For the men —land of the future .... p. 19

JOB OUTLOOK for grads. The new graduates, the opportunities, the starting salaries .... p. 19

BENT PINS don't rate in this fabulous salmon fishing league .... p. 15

ONTARIO ELECTION may decide the future path of labor in politics .... p. 10

TORIES will win in the U. K. says Adelphi .... p. 36

TRADE PATTERN is changing in the Caribbean. A report on Jamaica .... p. 21

WILL BREATHING kill you? It depends on where you live .... p. 24

Different Taxes In Each Province Now The Danger

By MICHAEL BARKWAY

OTTAWA (Staff) — It is still touch and go whether Canada's 11 governments can agree on fiscal arrangements which will provide a reasonably uniform tax structure across Canada or whether we are heading, at least in the major provinces, into differing rates of provincial tax.

The federal-provincial "agenda conference" here last week did not get into the question of new tax arrangements to replace the nine rental agreements which expire on March 31, 1957.

The only premier to put up his own idea of what the new arrangements should be was Mr. Bennett of British Columbia and Ottawa's first look at his suggestion indicates that it would cost the Federal Treasury more than $100 millions extra—all of which would go to the three "rich" provinces, Ontario, Quebec and British Columbia.

The provincial pleas which struck the most sympathetic chord here were those voiced by the Atlantic Provinces — notably by Mr. Hicks, the new premier of Nova Scotia, and echoed by Mr. Douglas of Saskatchewan. The gist of them was that the post-1957 tax arrangements should take into account the per capita income, or possibly the potential tax yields, of the different provinces. This would give even more recognition than the present agreements do to the special needs of the "poor" provinces.

Ottawa Undecided

The Federal Government still appears to be in two minds about the broad aims to be sought in the new tax arrangements, and in half a dozen minds about the details of them.

In all the recent statements, both public and private, government spokesmen put all their emphasis on "fiscal need." By this they mean that somehow the Federal Government must bolster the revenues of the poorer provinces. But they have been saying very little lately about two other aims which were sought in the tax rental agreements. These were:

—To keep tax rates uniform;

—To keep central control over the general level of taxation, so that it could be used as an instrument of economic policy.

Premiers Hicks and Douglas both suggested that the tax rental payments to be made by Ottawa in future should be calculated according to each province's per capita income as a proportion of the national average.

By this means, Saskatchewan would come out about even. The Atlantic Provinces would all get substantially more. But obviously Ontario would get less. It would be a good way to drive Ontario out of the tax rental agreements.

Ottawa has been playing with an alternative which might suit some of the poorer provinces even better. This would be to (Continued on page 3, col. 3)

Architects, Engineers Ask Court: Who Should Design?

Judgment has been reserved in what may be a historic case for the architectural and engineering professions. It involves a conflict of interest between the two professions that has been going on for years in various parts of Canada.

Counsel for the Ontario Association of Architects asked York County Judge I. M. Macdonell to interpret the professional acts of Ontario as excluding engineers from dealing with the public in the design of most buildings.

OAA was appealing a magistrate's acquittal of A. D. Margison & Associates Ltd., well-known Toronto consulting engineers, on a charge of illegally holding itself out as an architect (The Post, March 19). Margison had been advertising "professional engineering and architectural services," and "architectural design—building layouts, elevations, co-ordinated with engineering designs." The firm also offered to design an office building for a private detective the OAA hired.

OAA has asked the court to define architecture, and to state what "structures" engineers are permitted to design under the Professional Engineers Act.

It is the first time that the courts have been asked to decide what architecture is — the Architects Act does not say—OAA Counsel A. L. Fleming, Q.C., stated.

The magistrate's dismissal of the charge was based on the view that engineers were entitled to design steel, concrete and reinforced concrete structures, and that buildings were structures.

Both sides and the judge termed it a test case.

"No one is calling Mr. Margison an outlaw," the judge said.

Designing of commercial buildings by engineers is becoming common, defense counsel remarked.

"So common the architects are trying to stop it," the judge commented.

To stress that not only his client (Continued on page 3, col. 1)

Immigration Slows Down With Boom in Europe

OTTAWA (Staff)—In spite of the winter's unemployment, Canada's immigration target for 1955 will not be reduced. Immigration authorities believe that they could place as many men workers as they did last year—if they could get them.

In 1954, 154,000 immigrants came to Canada, of whom 84,000 were workers. The Immigration Department adopted a similar number as its target for 1955, and it is sticking to it.

But the experience of the first three months has fully confirmed the earlier fears (The Financial Post, Jan. 8), that it would be much more difficult to attract suitable immigrants from Britain and Europe this year. Total admissions, January-March, were only 17,627 against 28,223 last year—a drop of 38%. Workers were down from 15,800 to 9,200—a drop of nearly 42%. The biggest declines were from Holland, the U. K., Germany, and Italy.

The high level of economic activity in Britain and Europe is combining with gloomy reports about Canadian conditions to keep newcomers away.

In view of this drop, Canadian authorities are already considering ways of encouraging more applications for migration. Farm workers present the most pressing need. Last year Canada attracted only 11,000, out of a target of 16,000. It will be difficult to get even so many this year.

But there is also a very long list of jobs—many of them in the skilled trades of industry—where opportunities are believed to be waiting for suitable newcomers.

The overseas offices of the Department of Immigration work on a basic general list of acceptable occupations. The cuts made last spring (The Post, July 3) deleted a number of jobs from this list. Some of them have been put back onto the 1955 list, though it is basically the same as that which applied through the second half of last year.

Dates of arrival are also being kept to the period March 1 to Sept. 30, for most occupations. Farm workers have to arrive before the end of July; so do general and construction laborers. But some of the other badly needed categories—like nurses, typists, secretaries and English-speaking (Continued on page 3, col. 4)

Japan May Open Trade Centre

Japan may set up a Trade Centre in Toronto.

Final decision rests with the Japanese Parliament, which must vote the necessary funds out of the Budget now under study.

Japan now operates permanent Trade Centres in New York and San Francisco. There Japanese exporters place items and literature on display, and information is available about terms of trade, etc.

McGill To Do Major Study On Effects of the Seaway

MONTREAL (Staff)—A unique economic research project is getting nicely into stride this week at McGill University's School of Commerce.

Its long-term aim: To fill a major gap in present thinking about the St. Lawrence Seaway by analyzing objectively just exactly what may happen as the mammoth job is finished.

Its methods: Something new in this country, a program staffed by topnotch brainpower from both the university and from business, with the whole thing paid for by a grant-in-aid from the Committee for Economic Development and the Fund for Adult Education, the latter an independent organization set up by the Ford Foundation.

Those in charge say it will be the most completely objective, thorough and detailed analysis done so far on the economic effects of the Seaway. Ottawa completed a study a few years ago, but it was never published, and the Federal Government now seems to have taken a hands-off attitude on estimating the effects —at least publicly—leaving this up to other groups.

McGill figures on filling the gap. The grant-in-aid totals $25,000, and will be used to set up a university - community research program. It's the first such grant made to a Canadian university, and most of it will be spent on the Seaway study.

Look at Montreal First

Initially special emphasis will be given to the Seaway's effects on Montreal. But since inevitably these effects will be interrelated to happenings all along the route, the study will take in the whole project.

In the first phase, the main target will be what's going to happen to shipping, which ports will gain, which lose, etc. Here's what this initial stage involves:

—Movement of international and inter-regional trade now via the Seaway and competing routes.

—Expected changes, if any, in the total volume of trade.

—Expected changes in relative shares of the total volume by Seaway, rail and highway.

This is expected to take considerably less than a year to finish. It will then be made public.

Business and Population

After that, the group will plunge into several other phases of the subject, and it is figuring on spending several years—probably till 1960—on the project. These longer-range studies will include the following:

—Industrial location and relocation (effect of the Seaway on location of new industries, relocation and expansion of existing ones, effect on cost structures.

—Effect of freight rate changes on competitive positions (prices and areas of distribution).

—Population shifts and changes in market patterns (to follow from the industry location study).

—Income and employment effects (net investment in Can- (Continued on page 3, col. 7)

EXCLUSIVE POST REPORT

Analysis of 300 Corporations Gives Clues To Future Health

With financial statements now available, The Financial Post has completed analysis of financial results for a large group of Canadian companies.

The results are discussed here. Tabulations, by groups and individually, valuable for year round reference, are on pages 4 and 28.

By PAUL DEACON

Thanks mainly to a pickup in the latter part of the year, and to a decline in corporate income taxes, Canadian companies' earnings in 1954 were just about as good as those in 1953.

This is indicated in the financial results of 298 business firms studied by The Financial Post. Their combined net profit was only 0.4% below 1953, and their earnings before depreciation, interest and income tax charges were down just under 1%.

Income taxes paid by the 298 firms totaled $563 millions, down $34½ millions or 5.8% from the previous year. The trend in most firms is toward higher depreciation charges, particularly for tax purposes, and this would normally mean lower net profits. But because of the lower tax payments net profits did not drop as much as net earnings (that is, earnings before depreciation, interest and taxes).

The combined dollar drop in net earnings was $16 millions, in net profit, $2.5 millions.

Final Quarter Push

Quarterly earnings just published by Dominion Bureau of Statistics for the fourth quarter of 1954 showed that net profit of Canadian companies increased about 5% over the 1953 last quarter.

This improvement in the final three months was an important factor in the relatively small drop in net for the full year shown by The Post's 298-company sample. Although few of them publish quarterly reports, many commented in their annual reports on the strong finish last year.

The showing of Canadian companies was not as strong as that of firms in the U. S. A tabulation of 3,442 U. S. companies prepared by the First National City Bank of New York reveals a combined increase in net profit of 4%. Not only did the firms there experience a vigorous rebound in the final quarter, the bank points out, but expiration of federal excess profits taxes at the end of 1953 was an important factor.

There was no comparable tax rate drop in Canada, although some of the effects of the 1953 budget reductions were felt only in 1954.

There was a great deal of variation in the performance of individual industries and individual companies within the 298 Canadian firms studied by The Post. (Continued on page 2, col. 3)

Stock Market Highlights

Industrials

Steel Co. of Canada common jumps to $43, up $3 in a week, on news of plans for further expansion.

National Grocers common jumps to $17⅝, up $4 a share since April 19. Offer made through National Trust Co. to purchase all common shares. Buyer not disclosed. Weston's prominently mentioned in rumors. Offer expires May 30.

Paper Stocks strong, many reaching new highs including Abitibi ($31), Great Lakes ($31[illegible]), Howard Smith ($39½), MacMillan B ($35), Powell River ($49[illegible]), Anglo-Canadian ($43), Consolidated Paper ($70), International Paper ($104).

Mines

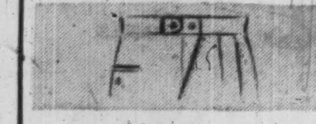
Uranium issues turned lower this week with most recent market leaders recording declines. Drop in trading volume, however, regarded as favorable sign by most market traders.

Cassiar Asbestos, B. C. asbestos producer, moves against easier trend, setting new 1955 high of $10.

Black Bay Uranium sells up from $2.00 to $2.60 before easing as adit and two raises reported in ore.

Nama Creek doubles in price on over-counter market to sell above 70-cent mark on news of reported important but undisclosed developments.

Lake Cinch, Baska Uranium and **New Thurbois**—uranium issues reporting new ore developments—show no immediate response marketwise as uranium issues easier.



Tailored in England

DAKS

Carefully needled from firm wool worsted flannels and wool gabardines, Daks' every detail expresses style and quality . . . trim comfort-in-action lines . . . patented waistband which holds trousers up and shirt in place . . . specially selected facings, turned pockets, pleats, to mention a few! Note, too, the wide range of blues, greys and browns for Spring '55.

EATON'S OF CANADA

Analysis of 300 Firms Gives Clues to Future

(Continued from page 1)

Of the 15 main groups, for instance, eight showed lower combined net profits, and seven showed increases.

The textile group — 29 companies—showed a combined net loss.

Net profit of 17 pulp and paper companies, on the other hand, rose by 15.6%.

Results for the individual firms are covered in a table on page 28, and a summary of the results by the 15 industrial groups is on page 4. The tabulation covers the latest published annual reports of the 298 firms for fiscal years ending in 1954 or early 1955. Most of the major industrial firms which have securities outstanding in the hands of the public are included in the group.

Here are some of the significant features:

—Although the groups showing a drop in earnings outnumbered those showing a gain, three of the eight which lost ground—beverages, finance and miscellaneous — suffered only slight reductions.

—Ten of the 15 groups paid lower income taxes in 1954 than in 1953. The only groups which paid more were: oils, pulp and paper, public utilities, construction and lumber. Except for the oil group, each of these categories showed increases in combined net profit greater than the increase in their taxes, and they showed biggest gains in net profit of all the groups (metals did almost as well).

—Shareholders in general received more dividends than in 1953. The textile companies couldn't afford to be as generous in 1954, but all the other groups did as well or better for their owners. There was a nominal decline in the transportation group and a somewhat larger one in the foodstuffs group. But the drop in the food case was due almost entirely to the fact that the Walter M. Lowney Co. 1954 total was for only half a year, and the total for Canada & Dominion Sugar in 1953 represented five quarterly payments instead of the normal four.

—The proportion of earnings paid out in dividends was also larger. Dividends of the 298 firms rose 8%, as against the small decline in net profit. Thus the dividend total represents 57.26% of combined net profits, compared with 52.83% for the same companies a year earlier. The dividend figures shown are the payments appropriated out of earnings in the years shown, so the earnings and dividend figures can be compared without having to make adjustments for year-end payments made after the close of the fiscal year.

The effect of changes in treatment of depreciation provisions shows up in the results. There were instances in which with very little change in earnings before taxes, depreciation and interest, net profit showed a respectable jump.

The construction group is an example. Net earnings rose 0.7%, income taxes 4% and net profit 10.9%. The change was due mainly to Canada Cement. Canada Cement's net earnings were down about $150,000, its income taxes rose $725,000, and its net profit rose $900,000. This reflected mainly a $1.7 million reduction in the depreciation provision.

On the other hand, Dominion Tar & Chemical in the miscellaneous group showed a small reduction in net profit despite an increase in net earnings and lower taxes. In this case, depreciation provision was increased by $1 million over the previous year, and the $750,000 rise in net earnings, despite a $275,000 drop in taxes, ended up as a $100,000 reduction in net profit.

The seven groups showing increases in combined net profits were oils, metals, pulp and paper, public utilities, foodstuffs, construction and lumber. All of these, except foodstuffs, also had better net earnings in 1954 than in 1953.

More companies showed declines than showed increases. Of the 298, 134 reported better net profits than in 1953 and 164 reported lower profits.

Within the groups themselves, seven groups had more companies with net profit gains than reductions.

Working Capital Higher

The working capital position of the companies as a whole was considerably ahead of the 1953 level, the combined total rising 6.2%. Only four groups showed declines — merchandising, public utilities, milling and grain and construction.

All groups added to their net worth (excess of stated value of assets over liabilities and specific reserves, i.e. proprietorship interest). The rise for all 298 firms was 6.7%, with the merchandising group registering a 20.3% rise and the finance group an 18.5% rise. A big factor in the merchandising group's increase was the $17.5 million rise for Simpsons-Sears, reflecting the conversion of debentures held by the two parent companies into common stock.

Percentage return on combined net worth continued to decline. The return for the whole group of 298 companies was down to 9.48% in 1954, compared with 10.15% for the same firms in 1953.

How the percentage return has been dropping is indicated in the figures for earlier studies done by The Post: 10.51% in 1952 for 326 firms, 12.57% for 301 companies in 1951, 13.21% for 326 companies in 1950, and 11.68% for 362 companies in 1949.

Five groups of companies did show a rise in the rate of return: metals, pulp and paper, public utilities, construction, and lumber. The metals group and the finance companies showed the best return on money invested (15.15% and 15.06%). The textile group, with a combined net loss, showed no return at all, followed by the transportation firms at 3.5%.

Announcing

Acadia-Atlantic Sugar Refineries Ltd. (Halifax) — Alex B. Hill, Toronto, president; J. A. Gairdner, chairman; R. A. Robertson, Toronto, and Ralph P. Bell, Mahone, N.S., directors.

Aluminium Ltd. (Montreal) — Earl Alexander of Tunis and M. B. de Sousa Pernes, both of London, Eng., directors.

Bell Telephone Co. of Canada (Montreal)—E. A. Rolph, executive vice-president, a director.

American Association of Cereal Chemists—Dr. D. K. Cunningham, Board of Grain Commissioners, chairman Canadian Prairie Section. D. S. Kaufman, Dominion Malting Co., vice-chairman; Dr. E. J. Bass, Board of Grain Commissioners, secretary-treasurer.

British American Oil Co. (Toronto) — Beverley Matthews, Toronto, director.

Bowater Corp. of North America (Montreal)—Sam Mann, secretary-treasurer.

E. G. M. Cape & Co. (Montreal)—J. M. Squier, secretary-treasurer; J. V. Farrell, comptroller.

Canadian Allis - Chalmers Ltd. (Montreal) — Harold M. Schudt, president.

Canadian Ice Machine Co. (Toronto) — Cyril A. Davis, manager, Pacific Coast division and vice-president and managing director Ryan Bros. Equipment Co. (subsidiary company), Vancouver.

Canadian Western Lumber Co. (Vancouver) — Frank A. Drumb, president; R. J. Filberg, chairman; F. N. Youngman, chairman, executive committee.

Canadian Industries (1954) Ltd. (Montreal) —John H. Shipley, director.

Canadian Manufacturers' Association (Toronto) — W. H. Evans, Minneapolis-Honeywell Regulator Co., Leaside, Ont., chairman, Toronto branch.

Canadian Marconi Co. (Montreal) — J. G. Notman, Noah A. Timmins Jr., directors.

Canadian Retail Hardware Association (Toronto) — Edward Madden, general manager.

Cockfield Brown & Co. (Montreal)—J. R. Holliday, to creative department, Toronto; C. D. Train, art director, creative department, Toronto.

De Laval Co. (Peterborough, Ont.) —Andrew Purdon, president; F. H. Mitchell, vice-president; O. J. Frisken, director.

Dominion Bridge Co. (Montreal) — J. L. Bodie, manager subsidiary, Standard Iron & Engineering Works Ltd., Edmonton.

Louis Donolo (Ontario) Ltd. (Toronto)—George Playfair-Brown, director and general manager.

Empire Life Insurance Co. (Kingston, Ont.)—W. H. Aitken, actuary; J. H. McInnis, investment manager and executive assistant.

Federal Equipment Supplies Ltd. (Toronto)—J. H. Clappison, general manager.

Ford Motor Co. of Canada (Toronto)—Gordon G. Dewar, director.

Foster Wheeler Ltd. (St. Catharines, Ont.) — J. E. Neilson, director.

Globe & Mail Ltd. (Toronto)—W. Y. Munns, director.

Great-West Life Assurance Co. (Winnipeg) — R. J. McConkey and Grant W. Dominy, investment assistants.

Household Finance Corp. of Canada (Toronto)—managers: J. R. Warburton, Woodstock, Ont.; W. J. Crandall, Sarnia; G. J. Hanson, 273 Ottawa St. North, Hamilton; T. Wood, 319 Ouellette Ave., Windsor; G. E. Penfold, 187 Yonge St., Toronto; I. MacKenzie, Penticton, B.C.; L. R. Gillis, Trail, B.C.; T. H. Scowcroft, Prince Albert, Sask.; new officers: L. N. Porter, 1791 Rose St., Regina; D. J. Riel, 513 Selkirk Ave., Winnipeg; J. R. Hamilton, 58 Jarvis St., Fort Erie; R. I. Ingram, 540 Concession St., Hamilton; A. Mihalek, Newmarket, Ont.; D. G. Jobe, Yarmouth, N.S.; H. R. Garland, vice-president and director of supervision, new eastern headquarters, 1980 Sherbrooke St. West, Montreal.

Huron & Erie Mortgage Corp. and Canada Trust Co. (London)—J. P. Collyer, assistant general manager, head office, continuing as secretary; W. H. Clark, assistant general manager, Toronto area, continuing as secretary; J. D. Wilson, assistant general manager, British Columbia, continuing as manager, Vancouver office.

Imperial Oil Ltd. (Toronto)—W. D. C. Mackenzie, director; Vernon Taylor, manager, western division, producing department, in charge production and exploration, four western provinces and Northwest Territories.

Mead Johnson & Co. of Canada Ltd. (Toronto) — D. L. Menzies, president.

Miln-Bingham Print Craft Ltd. (Toronto) — Edward Earl Spears, sales manager and director creative printing.

Montreal Locomotive Works Ltd. (Montreal) — Percy M. Fox, J. G. Notman, and Jules R. Timmins of Montreal and W. D. Leggett, Jr., Schenectady, directors.

International Nickel Co. of Canada (Toronto) — Ralph D. Parker, vice-president; Walter A. McCadden, comptroller; John F. Thompson, chairman; Frederic Benard and G. Alan Harcourt, assistants to the vice-president; W. O. Hardacre, assistant works auditor.

Otis Elevator Co. (Hamilton)—W. M. Shaw, architectural products manager.

North Western Pulp & Power Ltd. (New York) — Gordon D. McNab, resident woodland manager, Hinton, Alta.; D. I. Crossley, chief forester.

Pitney Bowes of Canada Ltd. (Toronto) — Bernard A. Diekman, treasurer, John Kelleway, controller.

Redisco of Canada Ltd. — A. V. Steele, manager, Toronto branch.

Royal Bank of Canada (Montreal) —J. D. Johnson, vice-president.

Pepsi-Cola Co. of Canada (Montreal) — F. Norman Wilson, Julien Savignac, vice-presidents.

Personal Finance Co. of Canada (Toronto)—T. E. Gerrity, J. L. Carriere, field supervisors; L. R. Caron, J. C. McNutt, R. H. Lawrence, field auditors.

England's 'Viyella' In Authentic Tartans

The famous wool-and cotton flannel that just can't shrink (because of a special weaving process). Simpson's has it tailored into handsome sport shirts that are good for twelve months in every year for many years. All the sizes and a good many tartans. EACH, 13.95

Simpson's

The Store for Men,— Street Floor Dept. 253

"Carter"

Design and build Engine Cooling Radiators to your exact specifications. Also Radiator Cores and Condensers—Torque Converter Coolers—Bus and Truck body interior heaters.

JAMES B. CARTER LIMITED

WINNIPEG CANADA

Now suppliers to many prominent manufacturers of diesel locomotives, trucks and busses.

CANADA'S FIRST BANK

"MY BANK"

TO 2 MILLION CANADIANS

B of M

BANK OF MONTREAL

WORKING WITH CANADIANS IN EVERY WALK OF LIFE SINCE 1817

FOR SALE
DOWNTOWN TORONTO

1. Office Building Site near Yonge and King.
   Lot area over 30,000 sq. ft.
   Fronts on three streets (over 500 ft. street frontage).
2. Industrial Site near Waterfront.
   At intersection of Lakeshore throughway and north bound artery.
   Over 50,000 sq. ft. with frontage on two streets.
   Private railway siding (2 cars).
3. Industrial building near Waterfront.
   21,800 sq. ft., suitable for warehouse, garage, cartage.

J. A. WILLOUGHBY & SONS LIMITED
— Realtors —
46 Eglinton Ave. E., HU. 1-3391

Major Deal Is Close In Ontario Iron Ore

(Continued from page 1)

tested returned the following average result:

	%
Crude iron	30.04
Weight recovery	41.43
Concentrate:	
Iron	64.35
Silica	8.83
Iron recovery	88.75
Tails	5.73

"The reserve of crude ore and concentrates in the two zones has been classified, according to good estimating practice as:

	Crude Ore Long tons	Concentrates Long tons
Proved	91,268,100	37,784,993
Probable	73,355,700	30,369,260
Prospective	22,437,500	9,289,125
TOTAL	187,061,300	77,443,378

"Preliminary estimates, based on open pit mining to a depth of 500 ft., indicates that stripping ratio will be less than 1:1 for the total indicated tonnage. This ratio is well below economic limits and consistent with good mining practice.

"The beneficiation of low-grade iron ores is becoming increasingly important, providing a superior product for the furnaces and replacing the diminishing supply of direct-shipping open-pit ores from the Mesabi Range. The Reserve Mining Company and Erie Mining Company, anticipating the trend, are spending in excess of $600 million to bring two mines and plants to production in Minnesota. The agglomerated product which they will produce is comparable to that which can be produced from the Bruce Lake deposit."

Ore Value

Extensive investigations into the over-all economics of the project have been made by Iron Bay's consultant, M. W. Bartley.

Value of Iron Bay concentrate, including probable pellet premium, is estimated at $14.147 a ton. Allowing for charges totaling $5.075 a ton for transportation charges, insurance and shrinkage, concentrate would have an f.o.b. value at the property of $9.072 a ton. There would be a charge of $3.259 a ton freight for the 350-mile haul to Port Arthur and a $1.55 a ton lake vessel charge.

Over-all cost for turning out the iron ore concentrate in pellet form is estimated at $7.395 a ton which would leave a profit margin of $1.677 a ton at the property. The costs embrace everything including depreciation of plant, rock stripping charges and write-offs for preliminary expenses. The rock stripping cost includes the entire cost of removing sufficient waste rock for open pit mining to a depth of 500 ft.

With such a large reserve of concentratable ore, however, only a relatively small amount of initial stripping would be necessary and this would serve to reduce per ton write-offs for stripping.

The fact that the occurrence can be considered as two open pit propositions also means that the company can deal with more than one party interested in iron ore production.

To finance the diamond drilling and research which has laid open the picture at Bruce Lake, Iron Bay Mines originally arranged with Chimo Gold Mines for a $250,000 underwriting. Of this $140,000 remains in the Iron Bay treasury.

A DIVIDEND EVERY 44 HOURS on the average is reinvested to expand the investments behind MAF shares.

130.5% INCREASE
In Value Per Share
From Jan. 31, 1950 to Mar. 1, 1955

M·A·F
MUTUAL ACCUMULATING FUND

LATEST REPORT AND PROSPECTUS—ON REQUEST

McCUAIG BROS. INC.
276 ST. JAMES ST. . . MONTREAL

R. A. DALY CO. LIMITED
44 KING ST., W . . . . . . TORONTO

OSLER, HAMMOND & NANTON Limited
MAIN & PORTAGE AVE., WINNIPEG
1727 SCARTH ST. . . . . . . REGINA
NO. 302 C.P.R. BLDG. . SASKATOON
510 - 8TH AVE. W. . . . . . CALGARY
525 SEYMOUR ST. . . VANCOUVER

The Western City Company Limited
544 HOWE ST. . . . . . VANCOUVER

Locating a new plant calls for more than a good nose

"When we were ready to expand, we THOUGHT we had all the answers. Transportation on raw materials and finished product was, we knew, a heavy over-all cost item in our production and distribution, but we soon discovered that the RIGHT LOCATION could not be tracked down by intuition.

"That's when we consulted the Canadian National. With the help of a market and transportation cost analysis and their broad experience in industrial placement, they took the guess-work out of the problem and indicated where our cost factors would be in balance for best results."

That's how we help industrialists. Whatever YOUR market or sources of materials, Canadian National has the organization to help *you* choose the location keyed to your particular needs. We'll gladly make confidential analyses for you, without fee or obligation. May we help you?

Dept. of Research & Development

Room 708, 407 McGill St., Montreal 1, Que.

Industrial Development Offices at
MONCTON QUEBEC MONTREAL TORONTO WINNIPEG EDMONTON VANCOUVER
NEW YORK, N.Y. LONDON, ENGLAND DETROIT, MICH.

An Important Announcement by

THE GENERAL ELECTRIC COMPANY LIMITED OF ENGLAND

concerning

AMALGAMATED ELECTRIC CORPORATION LIMITED, TORONTO

The General Electric Company Limited of England has purchased over 99 per cent of the shares of Amalgamated Electric Corporation Limited, Toronto.

This substantial investment is made at a time when the Canadian electrical industry is passing through a difficult period and it is an indication of the unshakeable confidence which the British Company has in the future of Canada in general and in the electrical industry of Canada in particular, and also of the Company's intention to play a full part in the development of this vital industry in the service of Canada.

By this action Amalgamated Electric Corporation Limited now has at its disposal research and development facilities unsurpassed in the world, and will be able to draw on the experience and skill of the United Kingdom Organization which provides employment throughout the Commonwealth for 65,000 people.

The management of the Canadian Company will remain in the hands of those already holding office and the United Kingdom Organization wishes it to be known that the Company is to remain essentially Canadian in outlook and practice and no effort will be spared to sustain and enlarge the friendships which have already been built up over the years by Amalgamated Electric Corporation Limited.

Architects, Engineers Ask Court: Who Should Design?

(Continued from page 1)
but engineers generally claim the right to design office buildings, Defense Counsel John J. Robinette, Q.C., quoted from the Schedule of Minimum Fees of the Association of Professional Engineers of the Province of Ontario. It claims that the engineer is "licensed to perform all professional engineering services which include site selection, advising on, reporting on, designing of, supervision of, construction of industrial buildings, hospitals, office buildings."

The OAA case ran along these lines:

The Architects Act permits engineers to do architectural work pursuant to work they are entitled to do under the Professional Engineers Act.

The Professional Engineers Act defines engineering in some detail. It lists "steel, concrete and reinforced concrete structures."

But, Fleming contended, this does not include buildings.

"Would you call the Bank of Commerce building a steel structure within the meaning of this section?" he asked.

Fleming argued that engineers merely followed architects' judgments on spacing of columns, placing of windows, ceiling heights and so forth. Therefore an office building was architecture and not engineering. The thing had to be considered as a whole. The framework of the building could not be considered separately as a structure.

An OAA witness, Architect A. S. Mathers, Toronto, testified that Toronto architects called in consulting engineers to do design work that was mostly "routine slide rule work." Architects could do it, but he found most architect employees were not interested in it. Engineer employees liked to do it, but because of volume, it was convenient to retain outside consultants.

But while outside engineers did calculations on size of columns, and the like, architects determined the spacing between columns, position of windows, how high ceilings were, where outlets went and other essential characteristics of the building. Architects sometimes decided sizes of columns as well when they saw fit.

Mathers said his firm usually did its own plumbing design, let out other mechanical work. He said extremely complicated air conditioning work would require retaining an engineer.

Qualifications

OAA also introduced expert testimony to indicate that engineers are not qualified by training to design buildings such as offices.

Prof. Henry H. Medill, of the University of Toronto and a practising architect, said engineers do not take courses at the University of Toronto or Queen's on materials, choice of colors, and other matters related to designing buildings. Prof. Medill also heads the OAA's registration board.

When Defense Counsel Robinette asked if he thought architects should have a "monopoly on dealing with the public in designing office buildings," with the engineer as "a sort of subcontractor," Prof. Medill said, "Yes." He was recalled to the stand later at his own request to modify his answer. He did not like the word "monopoly," which had unpleasant connotations that did not apply in the instance of architects. He would prefer to say architects should have the exclusive right of dealing with the public.

The purpose of the Architects and the Professional Engineers Acts was to protect the public from unqualified practitioners, just like the Solicitors Act and the Ontario Medical Act, Counsel Fleming said. The acts also protected architects and engineers from infringement on their right to practice by the unqualified.

The law intended that there should be an area in which one profession should function and the other should not function, he said. He denied that the law provided for reciprocal rights between the professions, as has been suggested.

However, the line between architecture and engineering had never been drawn before. It was the first time an Ontario court was being asked to do so, he said.

While an ordinary office building was purely architecture, certain buildings at Polymer Corp. plant in Sarnia possibly would be the sort of architecture an engineer was entitled to do under the exception clause in the Architects Act, he said in reply to a question by the judge. These Sarnia buildings would be incidental to engineering work the engineer was entitled to do under the Professional Engineers Act.

Fleming argued that A. D. Margison & Associates Ltd. is guilty even if it always identifies itself as consulting engineers. "If you hold you are qualified to do what an architect ordinarily does, as you look at it in this section, then you are holding yourself out as an architect," he said.

He cited the conviction of a commissioner of oaths who advertised to obtain business drawing up wills. The commissioner was found guilty of holding himself out as a solicitor though he did not claim to be a member of the Law Society.

Question of Overlap

Defense Counsel Robinette's case may be summarized as follows:

Statutes like the Architects Act which create a monopoly or grant special privileges must be interpreted to give the benefit of any doubt to the accused.

"Structure" is defined in the Shorter Oxford Dictionary as "a building or edifice of any kind, especially one of considerable size and imposing appearance."

Robinette also noted that the Professional Engineers Act defines engineering as including "all other engineering works" after the specific list that includes steel, concrete and reinforced concrete structures. That meant anything with the same common element of structure and of safety.

There was a broad overlap in engineering and architectural work, he argued. It was not possible to draw a line and say that an office building was one but not the other, he said.

Questioned on this point by Defense Counsel Robinette, Prof. Medill said there was an overlap but it could not be called broad.

Accountants may give legal advice on tax matters to their clients and lawyers can advise clients on accounting aspects of tax matters, Robinette said.

Office Building Plans

A. D. Margison, vice-president and general manager of the defendant company, produced plans for an office building costing about $750,000. (Same size building an OAA investigator got the firm to express willingness to design.)

Mr. Margison testified his company had made 28 separate plans for this building, intended for an airport. Only eight of the plans were architectural.

By value, the work was 63.9% engineering. The method of breaking down the work into engineering and architecture was the same used by defense authorities, he said. Also some leading architects used it in their offices.

Engineering included structural, ventilating, electrical, mechanical and other items.

Margison further testified that at McGill University he had taken lectures on building materials.

He said that his company had at least three architects on its staff.

The private investigator, in reply to questions of the defense, said it had always been made clear to him that Margison & Associates were a firm of professional consulting engineers. They had it in their chief architect's card and on the front of their building. The advertising also stated the same thing.

BEVERLEY MATTHEWS
has been elected a director, British American Oil Co.

Brokerage House Loses License

The Ontario Securities Commission this week canceled the license of a long-established Toronto brokerage firm — Rittenhouse & Co., a member house of Toronto Stock Exchange.

OSC said the license was canceled because Rittenhouse accepted orders placed through unregistered salesmen in distributing shares of Pontiac Petroleums Ltd., an Alberta company which the Commission has identified as a promotion of Frank Kaftel whose firm, McGill Securities (Ont.) had its license canceled in 1949.

Immigration Slows Down With Boom in UK, Europe

(Continued from page 1)
telegraphers—may be admitted anytime.

Returned to the occupation-selection list since last summer are some types of logging workers, shoe designers and shoemakers, fitters and repairmen for machine tools and many other kinds of machinery, and machine tool operators. But the list is broken down by regions. A machine tool operator, for example, would be told he had no chance of a job in British Columbia; a fitter of mining machinery would be told there might be opportunities in the Quebec region but not elsewhere.

Some of the Openings

This general list of occupations is supplemented each month by detailed reports to overseas offices telling them of the opportunities which have actually been reported.

The March, 1955, list, for example included the report that Halifax wanted (among others) a commercial artist and a man to install and repair sprinkler systems;

—Sydney, N.S., wanted waitresses, an all-round butcher and a portrait photographer;

—Montreal had a long list of openings, including a sculptor (metal);

—Dorval wanted a hide trimmer, piano tuners and landscape gardeners. Tailors were among the shortages in Sherbrooke.

—Renfrew wanted a research chemist and a silk finisher;

—Victoria, B.C. wanted, among others, a ski instructor.

All these opportunities for immigrants are based on direct requests from employers. But they are sent to overseas offices as a general guide rather than as individual openings. The immigration authorities don't tell an applicant that a particular job is waiting for him in Osoyoos, B.C. —though if that particular job hasn't been filled in the meantime they may send him to interview the employer who made the request.

These elaborate precautions for trying to fit the newcomer to the place where he is needed apply to only a minority of the immigrants. As the law stands, any British, French or U.S. subject who insists on coming to Canada on his own may do so (subject only to general conditions of good health and character). The immigration offices will warn him—if he asks—about the outlook in his trade. But if he persists in taking his chance, they can't stop him.

The "Self-Starters"

Immigrants of this kind, from these countries only, are known as "self-starters." In addition a large proportion of both dependents and workers come here under the sponsorship of people living in Canada who undertake to accept responsibility for them.

Last year the "self-starters" and the sponsored immigrants made up fully two thirds of all the immigrant workers. Arrivals for "open placement," through the settlement service of the Immigration Department, were just under one third of the workers.

This year's decline in immigrants shows up in all three classes. There seems to be fewer "self-starters"; and there is evidence that many of the settlers who would normally have been sending for their friends and relations have decided to postpone doing so. Similarly the immigration officers are getting fewer applications from people who might have come for "open placement."

Different Taxes In Each Province Now The Danger

(Continued from page 1)
pay every province a per capita amount equivalent to what certain taxes would yield in the richest province — namely Ontario.

Ontario Yardstick?

The yardstick might be the Ontario yield on, say, 5% of personal income tax plus 10% of corporation income tax. Ontario would get just this amount. Everybody else would get an amount equal to what those taxes would yield if the taxpayers in the other provinces were as rich as those of Ontario.

This idea was first seriously discussed at Ottawa as a means of extending the allowances to Quebec taxpayers to compensate for Mr. Duplessis's income tax. It was rejected as a solution to that problem; but it is still dormant as a possible solution to the over-all fiscal problem with the other provinces.

Premier Bennett's detailed tax proposal to the federal-provincial conference was somewhat cryptic; but as it is understood here it amounts to a substantial increase in the tax revenues going to the richest provinces. Mr. Bennett suggests three arrangements.

1. Ottawa would collect for a province an amount which seems to add up 15% of the federal tax on personal incomes, plus 10% on corporation incomes over $20,000 (where nearly all the tax revenue comes from) and 5% on corporation incomes under $20,000, plus succession duties on the present basis.

2. If a province wants to collect its own taxes, Ottawa would permit deductibility up to the limits in 1.

3. The other provinces, which would be no better off by these means, could continue with the present tax rental agreements.

Apart from fiscal relations, which appear as item no. 1 on the agenda of the Oct. 3 conference, the second item was included with little argument. It reads: "Public investment and natural resource development."

From the provincial point of view, every province has at least one pet project that it wants Ottawa to help pay for. Premier Smallwood of Newfoundland talked about the unfairly high cost to a poor province of conducting surveys of natural resources, such as airborne geological surveys. Premier Hugh John Flemming of New Brunswick stressed especially his province's desire to develop power on the Saint John River—a project for which he has already requested Ottawa's help and been turned down. Premier Douglas of Saskatchewan, of course, has his pet dam, which the Federal Government (in spite of Mr. Gardiner) still refuses to contribute to. B.C. has its P.G.E. Rly.

From the federal point of view, there are notable differences of view about this item. One school of thought believes that there will be a continuing need for governments to supplement private investment, and would like to stimulate federal-provincial co-operation to this end. The other school of thought is alarmed by anything which even hints that the governments are getting together to "plan" an investment program. It would prefer that whatever arrangements are needed between Ottawa and a particular province, and that they should deal strictly with individual projects.

But a good many people came away from the conference last week with a new feeling that there would be general support for special arrangements to stimulate the economic development of the Atlantic Provinces.

The Row Over Health Insurance

Item no. 3 on the agenda is "The desirability of establishing a federal-provincial continuing committee." It was a proposal of Premier Frost, and it got some support from other premiers. The federal representatives are lukewarm, but nobody opposed putting it on the agenda.

It was item no. 4—"health and welfare services" — which produced the fireworks. Mr. Frost started it by putting the Federal Government right on the spot on the subject of health insurance. Prime Minister St. Laurent, according to some of those present, made a very blunt answer to the effect that a national compulsory scheme of health insurance was quite impossible both because the facilities didn't exist and because the Federal Government couldn't carry it along with the defense burden.

Later this was softened a little by other federal speakers, including Health Minister Paul Martin. The item was eventually agreed in its present ambiguous form, but not before Mr. Duplessis had expressed himself as being definitely opposed to national health insurance. It was wrong, he said, to keep encouraging people to ask for it.

The only other intervention by Mr. Duplessis which produced sparks was when one of the Western premiers raised the question of federal aid to education. He got his ears pinned well back.

Item No. 5 on the agenda — "The timing and scope of such other special conferences as may be desired" — was a compromise proposed by Mr. St. Laurent to bridge disagreement between Mr. Duplessis and some other premiers who wanted to discuss constitutional questions. Mr. Duplessis, and not without support, held that they should not be on the agenda for a conference mainly concerned with tax arrangements. So now the premiers can discuss in October whether they want a special conference on constitutional amendments.

Auto Firms See Records In Boom Sales For 1955

(Continued from page 1)
cars (1953: less than 62,000).

—Ford, which got a late start because of its strike, produced more than 20,000 cars and trucks in April (previous record: 18,814 in February, 1954).

—Unofficial estimates of Canada's April production suggested more than 42,000 cars and about 11,000 trucks had been produced. A total of 53,000 would be a whisker higher than ever recorded in one month by the Canadian automotive industry.

—Canada turned out 11,306 new cars and 3,067 new trucks in the week ending April 30. Both figures are tops for this year.

—And every one of the big three automakers — GM, Ford and Chrysler — agreed that sales are exceptionally good.

If the vaulting optimism, which apparently now inspires Big Three thinking, continues, Canadians can look for much smaller summer production cutbacks than once expected.

And the frenzied dealer competition to sell cars at below-list prices will continue.

And — again assuming that hopes for big sales are realized — layoffs in the auto industry and by auto suppliers will be less serious than anticipated (the possibility of a United Auto Worker strike at GM is a major factor in the employment picture).

And the booming steel industry will have to strain to meet automakers' demands.

Thus, the whole economy will reap benefits from the increasing efforts of makers and dealers to sell new cars.

Biggest news this week was Wecker's statement.

Passenger car sales last year were 310,000 (including imports), 359,000 in record 1953. Original thinking about the market this year ranged around figures of 325,000 and 335,000.

But if Wecker is right and 1955 exceeds 1953 by, say, 15%, then car sales will be about 412,000 and production will be about the same, maybe a little more. Production to April 30 this year: 142,000 cars and 23,000 trucks.

Look For It Here

May 7, 1955

REGULAR FEATURES

Adelphi	36	Labor Roundup	10
Bus. Trends	17	Mkt. Com.	32
Editorials	6	Mining	33, 34, 35
Growth Stocks	27	Others Say	6
Investments	4 & 5	Quotations	30

INDUSTRIALS

Anglo-Nfld Dev	27	Eastern Theatre	18
Aluminium Ltd.	18	Gt. N. Gas	26
Asbestos Corp.	23	Grand & Toy	23
Bickle-Seag've	29	Kingsway Trans.	9
Belgium Stores	15	S E Lyons	10
Barber-Ellis	28	Maritime Elec	36
Bell Tel.	22	N W Util.	15
Cons. Press	20	Northland Util.	36
CNR	29	N. W Brewing	8
Can. Flooring	26	Price Bros.	14
Cap. Wire Cloth	28	Southam	18
Cons. Paper	8	D. Corp. Sgrm's	14
Can. St'mships	10	Stowell Screw	27
Can. Foils	23	Stedman Bros.	27
CIL '54	11	Scarfe	25
Cdn. Chem.	4	Supertest Pete.	29
Cominco	8, 11	Thrift Stores	11
Callander F'ndry	26	Viau Ltd	28
Erie Flooring	22	West'ster Paper	26
E. B. Eddy	23	Weston	11

MINES & OILS

Black Bay	35	Merrill Pete.	33
Boise Y'knife	34	MacL. C'shutt	29
Beaucage	33	Malartic	34
Conecho	35	Noranda	33, 35
Delnite	33	Opemiska Cop.	34
Fed. Pete.	18	Oceanic Iron	34
God's Lake	18	Pater Uran.	33
Imp. Oil	7	Sylvanite	34
Int. Nickel	35	ViolaMac	34
Lake Cinch	35		

TOP Salesmen

Your opportunities are terrific in this office.

We specialize in commercial, industrial, land and homes from $20,000 up, and are very selective regarding the men we allow to represent this particular office.

If you can measure up to our high standards, however, your future should be assured.

Contact C. A. Bateman
1460 Yonge St., Toronto
WAlnut 4-7357

Ken Wiles — Realtor
Our reputation for Service and fair dealing is unsurpassed.

McGill Studies Seaway Effects

(Continued from page 1)
ada accruing from the Seaway, analysis of the income multiplier and/or on-site and off-site employment).

—Distribution of income (by regions, resulting from changes in industry location and cost structure).

—Effect on foreign trade.

Heading the project is Dr. J. T. Turner, until this year a faculty member of the School of Business at Indiana University and now director of the marketing program at McGill. There will be two part-time researchers—Dr. D. E. Armstrong, who is a professor of economic analysis, and Dr. Irving Becher, a professor of economic policy.

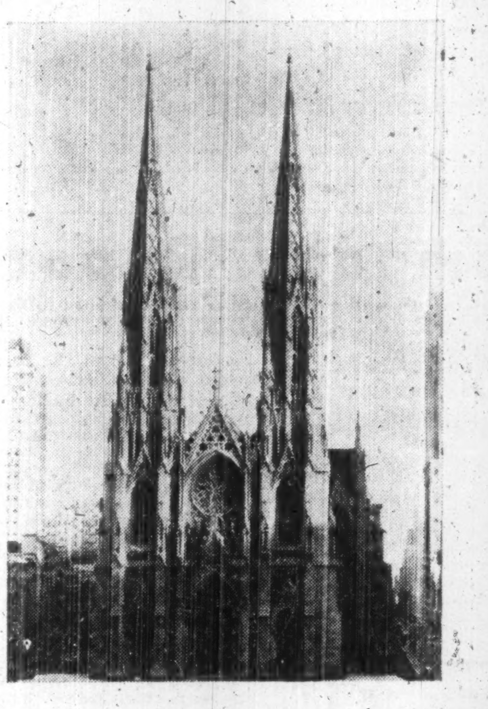
Some 20 prominent people from the Montreal business community have been picked for participation. They will be drawn into the research when their special talents can best be used.

BEAVER BRAND

CANADA CARBON AND RIBBON COMPANY LIMITED

CANADA'S LARGEST MANUFACTURER AND DIRECT - TO - USER SERVICE
for
CARBON PAPERS
TYPEWRITER RIBBONS
SPIRIT and OFFSET DUPLICATOR SUPPLIES

Montreal, Ottawa, Toronto, Hamilton, London, Winnipeg, Edmonton, Vancouver



A Stately Edifice

Your estate can be likened to a stately edifice. It is a tribute to your ambitions—ideals—ability—thrift and success.

You are duty bound to preserve it so that it will give protection and comfort to the loved ones you leave behind.

The trust officers of Crown Trust Company, who are skilled in practical problems of estate taxation and administration, can assist you in planning your estate so that it will provide the maximum protection and security with the minimum of taxation.

Crown Trust Company as your executor will assure the fulfilment of your instructions. It is a permanent organization with the "Know How" to act immediately when required and for as long as may be necessary.

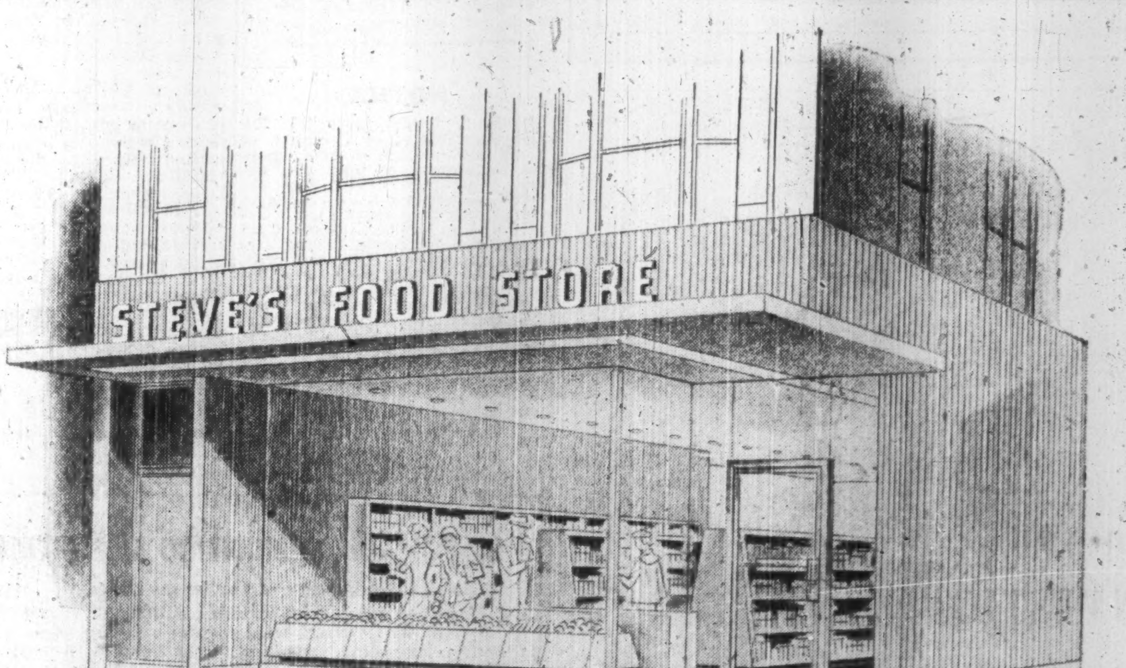
Telephone or write to our nearest office. A trust officer will assist you in conserving your life's work for its future responsibilities.

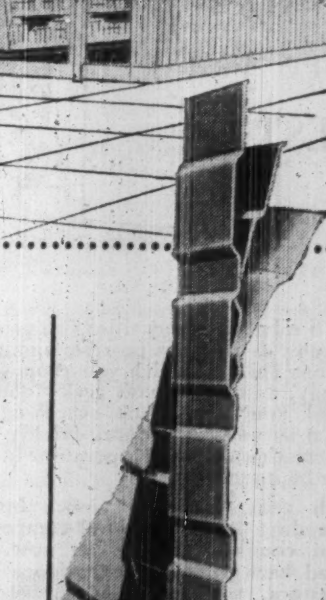
MORE THAN 55 YEARS OF FRIENDLY, PERSONAL SERVICE

Crown Trust COMPANY

TORONTO — MONTREAL

BRANTFORD • LONDON • WINDSOR • WINNIPEG • CALGARY • VANCOUVER





Everlasting shopper appeal with built-in COLOR

Drab store fronts today do not pay! Attract customers with *colorful* Kawneer Zourite (porcelain-enameled or alumilited aluminum). It is a facing material that resists chipping, cracking and fading, providing years and years of shopper appeal. Use it as a sign backing, and as a covering for columns, pilasters, bulkheads, soffits and pylons. Plan now to remodel your store front with practically no interference to normal operations using Kawneer Zourite, doors, store-front metal and sun-control products. See your Kawneer dealer or write for booklet, "How to Modernize Your Store Front."

Kawneer Aluminum Zourite Facing in ten attractive colors

- Velvet Black
- Alumilite
- Alumilite Gray
- Academy Blue
- Marine Blue
- Harvest Brown
- Spring Green
- Sunset Red
- Winter White
- Flame Orange

Kawneer
Kawneer Canada Ltd.
TORONTO, ONTARIO
ARCHITECTURAL PRODUCTS DIVISION

—and we will find out about it for you

In order to reach a proper decision when buying, or selling, a specific security, an investor should secure up-to-date information about the company's financial structure, its earnings and its prospects.

If it is a Canadian company, whose Bonds and Shares are available for public subscription, very likely we will have this information on file and shall be glad to pass it along to investors. If asked, we will also make investment suggestions that should be helpful.

Simply telephone or write, or call in and see us. There is no charge for this service.

McLEOD, YOUNG, WEIR & COMPANY
LIMITED

50 King Street West, Toronto — Telephone: EMpire 4-0161
276 St. James Street West, Montreal — Telephone: HArbour 4261

Ottawa Winnipeg London Hamilton Vancouver Calgary Kitchener Quebec New York

The Profit Picture by Industrial Groups

Return on Net Worth

Group	Percentage Return on Net Worth 1954	1953	1952
Oils	11.23	12.09	12.33
Metals	15.15	14.50	16.39
Pulp & paper	12.77	11.80	11.89
Iron & steel	8.31	11.70	11.95
Merchandising	6.36	8.43	11.11
Transportation	3.50	3.85	4.74
Textiles	nil	4.25	5.53
Public utilities	7.43	7.29	7.11
Milling & grain	6.55	7.18	6.64
Foodstuffs	7.77	8.34	8.42
Construction	13.24	12.26	9.45
Beverages	11.59	12.54	11.89
Miscellaneous	10.24	10.93	10.71
Finance	15.06	17.91	17.98
Lumber	11.90	11.87	14.55
Total	9.48	10.15	10.51

Changes Between 1954 and 1953

Group	No. of Cos.	Net Earnings %	Income Taxes %	Net Profit %	Dividends Paid %	Working Capital %	Net Worth %
Oils	9	+7.3	+7.2	+2.2	+12.4	+4.5	+10.1
Metals	7	+8.5	—3.4	+10.8	+13.8	+16.7	+6.0
Pulp & paper	17	+11.7	+11.0	+15.6	+3.6	+11.0	+6.9
Iron & steel	52	—25.6	—29.5	—25.7	+1.2	+4.7	+4.6
Merchandising	20	—7.5	—25.7	—9.3	+3.2	—5.2	+20.3
Transportation	3	—8.6	—22.8	—7.4	—0.1	+20.0	+1.8
Textiles	29	—51.6	—63.3	....	—37.9	+1.4	+1.1
Public utilities	29	+8.1	+6.5	+10.9	+16.9	—19.0	+8.5
Milling & grain	12	—0.8	—12.2	—7.1	+3.8	—1.8	+1.8
Foodstuffs	26	—1.6	—8.6	+1.0	—5.4	+8.4	+8.4
Construction	15	+0.7	+4.0	+10.9	+12.7	—9.8	+2.7
Beverages	14	—2.7	—7.3	—0.3	+10.2	+3.6	+7.8
Miscellaneous	58	—5.8	—16.8	—1.[illegible]	+5.1	+4.3	+5.2
Finance*	4	—6.3	—9.[illegible]	-0.4	+29.0	+9.9	+18.5
Lumber	3	+5.0	+8	+10.9	+2.6	+29.4	+10.7
Total	298	—0.9	—5.8	-0.4	+8.0	+6.2	+6.7

*Covers two of three firms only.

Here's Breakdown of Results by Industrial Groups

(Millions of Dollars)

Group	No. of Cos.	Net Earnings 1954	Net Earnings 1953	Income Taxes 1954	Income Taxes 1953	Net Profit 1954	Net Profit 1953	Dividends Paid 1954	Dividends Paid 1953	Working Capital 1954	Working Capital 1953	Net Worth 1954	Net Worth 1953
Oils	9	276.1	257.4	81.6	76.1	110.5	108.1	54.4	48.4	359.6	344.1	984.6	894.5
Metals	7	308.6	284.3	95.0	98.3	131.1	118.4	86.3	75.8	424.6	363.8	865.6	816.4
Pulp & paper	17	197.8	177.0	73.4	66.1	71.9	62.1	35.4	34.1	265.5	239.1	562.8	526.5
Iron & steel	52	185.3	249.0	59.6	84.5	73.9	99.5	39.6	39.1	597.7	570.9	889.1	850.0
Merchandising	20	33.9	36.7	10.3	13.8	12.6	13.9	5.5	5.4	85.6	90.2	198.7	165.1
Transportation	3	57.7	63.2	*2.9	*3.8	32.8	35.4	25.0	25.1	125.2	104.3	935.9	918.9
Textiles	29	11.2	23.1	1.7	4.6	—0.8	6.2	5.1	8.1	92.8	91.5	148.3	146.7
Public utilities	29	235.5	217.9	61.0	57.3	73.9	66.7	51.6	44.1	96.4	119.0	995.0	917.0
Milling & grain	12	16.0	16.1	4.3	4.9	5.5	5.9	2.9	2.8	45.0	45.8	84.4	82.9
Foodstuffs	26	48.5	49.3	15.4	16.9	16.5	16.3	9.5	10.0	103.3	95.3	212.0	195.6
Construction	15	41.1	40.8	14.7	14.1	14.6	13.2	7.2	6.4	43.1	47.8	110.2	107.3
Beverages	14	179.5	184.5	78.7	84.9	79.1	79.4	37.2	33.8	532.8	514.4	682.4	632.9
Miscellaneous	58	109.1	115.8	38.9	46.7	42.4	43.0	24.3	23.1	261.6	250.7	413.8	393.5
Finance	4	44.3	47.3	10.6	11.7	11.9	11.9	6.6	5.1	341.5	310.9	78.7	66.5
Lumber	3	43.1	41.1	15.3	14.1	15.1	13.6	5.2	5.1	54.5	42.1	127.0	114.7
Total	298	1,787.7	1,803.6	563.2	597.7	691.0	693.6	395.7	366.4	3,429.2	3,229.9	7,288.3	6,828.5

Note: For complete dollar totals, see page 28. Totals in this table having been abbreviated, do not always add up exactly to totals at the bottom of the table.
*Covers two of three firms only.

Canada's Leading Export Industry

About half of the world's newsprint is now produced in Canada, whose exports of this product are some four times those of all other countries combined.

Newsprint securities provide many attractive investment opportunities. Our May Review and Securities List sets out some of the reasons for this and gives some interesting data on seven strong, well-managed newsprint companies.

Included in the Review are particulars of two of our new investment offerings together with a wide selection of Government Bonds and Corporation Bonds and Shares with prices and yields.

A copy of our May Review and Securities List will be forwarded upon request.

Wood, Gundy & Company
Limited

Toronto Montreal Winnipeg Vancouver Halifax Saint John Quebec London, Ont. Hamilton Ottawa Kitchener Regina Edmonton Calgary Victoria London, Eng. Chicago New York

Quality leather goods for discerning executives

Vienna Leather Goods

60 Avenue Road, Toronto, WAlnut 1-9117

ANNOUNCEMENT

Mr. H. T. Jamieson has pleasure in announcing that it has been arranged with Sir John Somerville, F.R.S.E., of Edinburgh, Scotland, that their firms, Wallace & Somerville, C.A. (Edinburgh) and H. T. Jamieson, LeMay & Company, C.A. (Toronto) will represent each other in Great Britain and Canada, respectively.

1002 Royal Bank Building, TORONTO.

WALWYN, FISHER & Co.

Members:
Toronto Stock Exchange
The Investment Dealers' Association of Canada

STOCK ORDERS EXECUTED ON ALL EXCHANGES

44 KING STREET WEST, TORONTO, CANADA
Telephone: EMpire 4-1131

Company Reports

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

Chemicals

CANADIAN CHEMICAL & CELLULOSE consolidated net loss for 1954 was $5,202,957. Previous year's loss was $1,236,934.

Consolidated net sales increased by something over 50%, with net sales in the second half of the year at $16,803,000 compared with net sales of $12,684,000 for the first half, report Chairman Harold Blancke and President M. W. Mackenzie. Distribution of sales was: 19% domestic, about 44% in the U. S., 26% in Latin America and the remaining 11 in the U. K., Europe and other world markets.

During 1954 the Edmonton plant was completed and operations begun. The petrochemical section operated at increasing volume and efficiencies, states the report. Some difficulties were encountered in the production of pentaerythritol, which limited volume of production and increased costs of that product. By the year end production of pentaerythritol was up to original design capacity and it is expected that the process is capable of increased yields and output.

It is expected that a number of new products will be produced during 1955 by further processing of present chemical intermediates. Work will be based on research and development by Celanese Corp. of America.

Manufacture of cellulose is the plant's most important operation, as it creates a demand for dissolving pulp from Prince Rupert, as well as acetic acid and other chemicals produced at the plant. With revision in the marketing arrangement made with Celanese Corp. of America, which calls for increased production of cellulose acetate and decreased production of filament yarn and staple fibre, it was possible to increase production steadily during 1954, it is stated.

The pulp mill at Prince Rupert was enlarged and improved to provide for simultaneous production of two types of pulp. The financial results of 1954 operations were adversely affected by the cost of improvements beyond those necessary for the acetylation process of converting dissolving pulps into yarns and fibres. Benefits will be derived in 1955, states the report.

A second five year forest management license to provide perpetual cutting rights on timberlands in the Skeena and Nass River areas of B. C. has been negotiated by Columbia Cellulose Co. Celgar Development Co. is presently negotiating for a forest management license on timberland which it holds under reserve in the Arrow Lake region of B. C.

Net additions to fixed assets during 1954 totaled $2,765,259, while sinking fund requirements on funded debt were $1,905,000. Funds for these purposes were provided by the issuance of an additional $6 million short-term notes.

*As a first step in arranging for more permanent financing of short-term borrowing, 100,000 preferred shares, $100 par, were sold to Celatino, S. A., and the $10 million (U. S.) loan from that company repaid.

CONSOLIDATED INCOME ACCOUNT

As at Dec. 31:	1954	1953
Net sales	$28,488,237	$18,815,041
Net earnings	4,462,597	2,674,368
Less: Deprec.	5,198,813	2,292,289
Int. on notes	1,013,963	166,249
Int. on bonds	2,827,358	1,138,906
Amort of bonds disc.	247,546	89,735
Pre-oper. exp. w/o	270,061	270,061
Income taxes	......	♦46,038
Exch. adjust.	107,813	......
Net loss	5,202,957	1,236,934

♦Recovered.

CONSOLIDATED BALANCE SHEET

As at Dec. 31:	1954	1953
Cash	$5,721,774	$6,928,315
Accts., etc., rec.	3,005,467	2,709,898
Inventories	10,572,216	8,963,329
Total curr. assets	19,299,457	18,001,542
Prepaid exps.§	240,386	319,317
Prem. on shs.	132,784	131,787
Deferred chges.	3,989,323	4,411,768
Fixed assets*	122,247,183	125,165,655
Total assets	145,909,133	148,630,069
Accts. pay		3,897,444
Other accrued liab.	2,795,864	688,650
Accr. bond int.	1,058,827	1,092,441
Mtge. bds. due	3,525,000	1,905,000
Total curr. liab.	7,379,691	7,563,535
Timber license purchase	238,423	303,808
Notes pay.	21,000,000	24,743,750
Mtge. bonds	55,095,000	58,620,000
Capital stock	72,110,294	62,110,294
Deficit	9,914,275	4,711,318
*After depr. of ..		
*After depr., etc.	9,968,090	4,284,359
§Included in curr. assets in co's report.		
Working capital	11,919,766	11,038,007

Contingent liability: At Dec. 31, 1954, commitments re capital construction amounted to $150,000.

ANNOUNCEMENT

Named Vice-President

FRANK J. HOGAN

whose appointment as vice-president in charge of finance, Chrysler Corporation of Canada, Limited, is announced by E. C. Row, president and general manager. Mr. Hogan, a native of Windsor, Ont., joined the corporation as a timekeeper 30 years ago. He was appointed treasurer in May, 1953 and is also a director.

For
✓ Growth of Income
✓ Capital Appreciation
✓ Income Tax Credit

Invest in
CANADIAN INVESTMENT FUND

Gives you a proportionate interest in 70-80 first-class investments.

Phone or write for information

A. F. Francis & Company Limited
MEMBER OF THE INVESTMENT DEALERS' ASSOCIATION OF CANADA
66 King St. W. TORONTO EMpire 3-0138
Piqott Bldg. HAMILTON JAckson 7-9263

NOTICE

Notice is hereby given that the Indemnity Insurance Company of North America has received from the Department of Insurance, Ottawa, Certificate of Registry No. C 1571, authorizing it to transact in Canada the business of Fire Insurance and, in addition thereto, Civil Commotion Insurance, Falling Aircraft Insurance, Hail Insurance, Impact by Vehicles Insurance, Limor Inherent Explosion Insurance, Sprinkler Leakage Insurance, Water Damage Insurance, Weather Insurance, and Windstorm Insurance, limited to the insurance of the same property as is insured under a policy of Fire Insurance of the Company, in addition to the classes for which it is already registered.

H. C. MILLS,
Chief Agent in Canada.

Do you INVESTIGATE before you INVEST?

As a buyer of securities you naturally want to know as much as possible about the affairs of companies in which you propose to invest money. However, you really don't need to spend your own time searching for data. From us you can secure, quickly and easily, information on any corporation in which you may be interested.

Each year, more and more investors are depending on the advice of competent investment counsel. Consult us now. With our broad background of experience in advising investors, we are confident we can be of assistance to you.

NESBITT, THOMSON
AND COMPANY, LIMITED
38 King St. W., TORONTO. Phone EMpire 4-6146

MONTREAL QUEBEC TORONTO OTTAWA HAMILTON LONDON, ONT. KITCHENER WINNIPEG REGINA SASKATOON CALGARY EDMONTON LETHBRIDGE VANCOUVER VICTORIA SAINT JOHN FREDERICTON MONCTON NEW YORK

Please place my name on your mailing list to receive a copy of "Suggested Investments"

Name..
Address..
....
699A

RESPONSIBLE MARKETING OPPORTUNITY

National manufacturer of appliances offers —

Broad marketing experience through responsibility for the over-all sales success of a high-volume appliance line, including direct tie-in with production and engineering.

Guidance of a senior marketing executive.

Salary upward of $6,000.00.

The successful applicant will have a majority of these qualifications —

Immediate potential beyond level of present job.

A period of close association with mass production manufacturing.

Direct sales experience in consumer products.

Knowledge of national distribution.

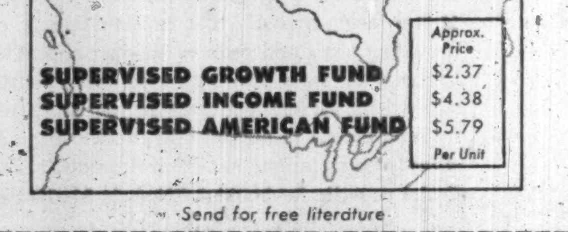
Sound educational background and analytical training.

Age about 27-35.

All applications acknowledged and treated in confidence.

Send full particulars of background, experience, accomplishments and objectives to

BOX 411, THE FINANCIAL POST, TORONTO



Send for free literature

H. C. FLOOD & CO. LIMITED
Investment Dealers
360 St. James Street West, Montreal — Telephone PLateau 4871

WITHOUT OBLIGATION PLEASE SEND ME LITERATURE ON SUPERVISED INVESTMENTS FUNDS

Name..
Address..

These Bonds having been sold, this advertisement appears as a matter of record only.

Additional Issue

$5,000,000

The E. B. Eddy Company

First Mortgage Bonds, 1955 Series

$1,250,000 3¼% First Mortgage Serial Bonds to mature June 1st, 1956 to 1965

$3,750,000 4% First Mortgage Sinking Fund Bonds to mature June 1st, 1975

To be dated June 1st, 1955

Principal and half-yearly interest (June 1st and December 1st) and redemption premium, if any, payable in lawful money of Canada at any branch in Canada of the Company's bankers at the holders' option. Coupon Bonds in denominations of $500 and $1,000 registrable as to principal only and fully registered Bonds in denominations of $1,000 and authorized multiples thereof.

The Company will covenant to provide a sinking fund for the Sinking Fund Bonds, 1955 Series by paying to the Trustee on June 1st in each of the years 1966 to 1974 a sum sufficient to retire $150,000 principal amount of such Sinking Fund Bonds on the day following each such payment. The Company may tender such Sinking Fund Bonds to the Trustee in satisfaction in whole or in part of such sinking fund obligations.

Trustee: The Royal Trust Company

In the opinion of Counsel these Bonds will be investments in which the Canadian and British Insurance Companies Act states that a company registered under Part III thereof may invest its funds without resorting to the provisions of subsection (4) of Section 63 of such Act.

We, as principals, offer the 4% First Mortgage Sinking Fund Bonds (the 3¼% Serial Bonds not being available for public sale) subject to prior sale and change in price, if, as and when issued and accepted by us and subject to the approval of all legal matters on behalf of the Company by Messrs. McMichael, Common, Howard, Ker & Cate, Montreal, and on our behalf by Messrs. Borden, Elliot, Kelley, Palmer & Sankey, Toronto.

PRICE: 100 and accrued interest.

It is expected that Bonds in interim bearer form will be available for delivery on or about June 1st, 1955.

A prospectus, a copy of which has been filed under the provisions of the Companies Act, Canada, will be furnished promptly upon request.

Wood, Gundy & Company Limited

W. C. Pitfield & Company, Limited — Greenshields & Co Inc — Midland Securities Corpn. Limited

James Richardson & Sons — Cochran, Murray & Co. Limited — Harris & Partners Limited

R. A. Daly Co. Limited — Equitable Securities Canada Limited — Bankers Bond Corporation Limited

Walwyn, Fisher & Co.

ANNOUNCEMENT

W. G. WALLIS, B.S.A., whose appointment as Vice-President and Director of Ford Tractor and Equipment Sales Company of Canada, Limited, has been announced by Wallace M. Murdoch, President. Since graduating from the Ontario Agricultural College, Mr. Wallis has spent 20 years in the farm and industrial equipment and aircraft fields. He comes to Ford Tractor from Cockshutt Farm Equipment Inc., Bellevue, Ohio, where he served as Vice-President, Sales and Manufacturing in charge of Cockshutt's United States operations.

TELEPHONE SYSTEM FOR SALE BY TENDER

Sealed tenders will be received addressed to the Clerk of the Townships of Medora and Wood at Glen Orchard, Muskoka, Ontario up to midnight D.S.T., Tuesday, May 31st, 1955, for the purchase of the Assets, Goodwill and Equipment of the Medora and Wood Municipal Telephone System.

The successful tenderer shall be a company, corporation or organization experienced in telephone operation and whose past records have indicated that reliable service could be expected by the public in this area.

The highest or any tender need not be accepted.

A certified cheque for 10% of the proposed purchase price must accompany each tender.

MEDORA AND WOOD TELEPHONE COMMISSION,
D. C. Milner,
Chairman.

NOTICE OF REDEMPTION

PROVINCE OF QUEBEC

$9,800,000 3½% Debentures dated July 1st, 1942, maturing July 1st, 1957.

Notice is hereby given that the $9,800,000 3½% Debentures dated July 1st, 1942 of the Province of Quebec, issued under the authority of Section 72 of Chapter 71 of the Revised Statutes of Quebec, 1941, and subject to prior redemption according to the terms of the Debentures, are hereby called for redemption on the first day of July, 1955 at their face value plus interest accrued to the said redemption date.

Debentures, with all coupons maturing subsequent to July 1st, 1955 attached, may be surrendered against payment in lawful money of Canada, at the banks and the places of payment stipulated in the Debentures. Registered Debentures should be accompanied by all instruments requisite for transfer.

Interest on all of such Debentures shall cease to accrue on the first day of July, 1955 and thereafter the holders of such Debentures shall have no rights except to receive payment of principal and accrued interest to the said redemption date.

Province of Quebec
ONÉSIME GAGNON
Minister of Finance

April 29th, 1955.

INVESTORS, Note:

Investment in automatic vending equipment can be lucrative . . . It can also prove a pig-in-the-poke to the inexperienced.

Don't spend a penny in this field till you've spoken to:—

GENERAL AUTOMATIC BEVERAGES Ltd.,
3571 Dundas St. W., Toronto
Phone MU. 7266
QUALITY

• No investment portfolio is too small . . . no fund of money too large for us to offer advice. A tailor cuts his cloth to suit the pattern and that is what we do . . . help any person who feels he needs it. No get-rich-quick schemes, just plain, commonsense advice based on 30 years' experience with stocks and stock markets. If you'd like to talk things over, come in and see us, or simply write:

MOSS, LAWSON & CO.
LIMITED
MEMBERS: THE TORONTO STOCK EXCHANGE
THE INVESTMENT DEALERS' ASSOCIATION OF CANADA
219 BAY ST. • TORONTO 1 • EMPIRE 8-4641
DONALD M. M. ROSS • DONALD G. LAWSON • WILLIAM J. KERR
ROBERT B. G. CLARKE • TERRENCE J. O'ROURKE
ERIC M. WATSON • STANLEY E. RODBARD
Consultant: FRANK G. LAWSON

ANNOUNCEMENT

CLIFFORD J. TOMLINSON — DOUGLAS W. MACPHERSON

Clifford J. Tomlinson and Douglas W. Macpherson have been appointed directors of Cradock Securities Ltd. Members of The Toronto Stock Exchange, Montreal Stock Exchange and The Canadian Stock Exchange. Both have been associated with the firm for more than 10 years.

Time to think . . .

Planning for the future is important—reaching decisions and acting on them is all-important for effective planning.

If you are undecided about your Will, we can be of help to you in arranging your plans to the best advantage of those you wish to protect.

We invite you to talk the matter over with us in confidence and without obligation.

Ask for our booklet "A Practical Way to Plan Your Will"

THE ROYAL TRUST COMPANY

OFFICES ACROSS CANADA FROM COAST TO COAST

MANAGED INVESTMENT

Compton Adds 25 Nickel, Drops Four Other Stocks

Joseph Compton's holdings in International Nickel have been increased by 25 shares, to 100 all told, through a switch out of four other stocks. This raises to more than $6,400 the market value of his holdings in this one company, out of the roughly $32,000 market value of all his holdings.

Compton's manager's reason for putting another 25 shares into this particular basket is that the stock will increase Compton's prospective annual income by $35.50 while not diminishing his prospects of capital gain. Here is the list of trades made in the account between April 15 and April 30:

Purchases

No. of Shs.		Price Per Sh. $	Cost $	Income $
25	International Nickel	63⅝	1,601.87	72.50

Sales

No. of Shs.		Price Per Sh. $	Proceeds $	Income $
25	Canada & Dominion Sugar ..	22¼	548.50	25.00
50	Cockshutt	7½	364.50	—
15	Kerr Addison	16¼	238.60	12.00
120	York Knitting "A" pfd.	2.35	274.50	—
			$1,426.10	$37.00

Compton's Manager Says:

The difference of $175.77 between the cost of the International Nickel shares and the proceeds of the sales was met out of cash, leaving a cash balance in Compton's investment account of $244.89.

As a result of the switches, his rate of annual income was increased by $35.50 to $1,283.75 (as of April 30). At the same time, he took a loss on paper, of $692.52.

We repeat that the sale of any stocks held in this investment portfolio should not be regarded as a reflection on those stocks. We do believe, nevertheless, that at present, the man of moderate means, to whom the current rate of investment income matters a good deal (but who values, as well, the prospect of augmenting his capital, by the careful selection of good "growth" stocks from time to time), is likely to benefit by having increased his holding of such a stock as International Nickel.

As a result of this purchase, Compton now holds 100 shares of Nickel. Per share, the current book cost is $49.32; the current (April 29) market price is $63.75.

The following table shows in detail, Compton's investment account as of April 30:

	Book Value $	Annual Income $
Common stocks ...	10,025.97	737.50
Base metal stocks .	7,804.99	546.25
Cash	244.89	.....
	18,075.85	1,283.75

BOAC Sales Depot Scheduled for 'Peg

A Winnipeg sales office will be opened May 17 by BOAC, in the Childs Building, Portage Ave. Manager will be A. Wallace Owen.

The new premises will give the airline four sales offices in Canada. Others are in Montreal, Toronto and Vancouver.

United Service Corp. Sold To United North Atlantic

MONTREAL (Staff)—Sale of controlling interest in United Service Corp. to W. C. Pitfield & Co. transfers direction of one of Eastern Canada's largest service-station, bus and trucking concerns to Montreal. It also means another major move by United North Atlantic Securities Ltd. in its search for possible growth situations in this country.

Acting in association with, and on behalf of, United North Atlantic, W. C. Pitfield & Co. purchased control from Fred C. Manning, of Halifax, and his associates. Manning, the financier son of a country storekeeper, had built the business up from a small chain of service stations opened in 1931.

Today, United Service is largely a holding company, with assets listed on the books at $9,175,000 but said to be worth over $14 millions. It controls Super-Service Stations, a company with over 170 outlets in the Maritimes; Acadian Lines, covering most of Nova Scotia with its buses; Fleet Lines, operating buses in suburban Halifax; and Eastern Transport, a highway freight carrier.

Other offshoots of the big concern include several subsidiaries operating automobile dealerships, distributing radios and TV sets, refrigerators, electrical appliances, tires, batteries, automotive parts and accessories.

Last year, it showed a net profit of $538,000.

Price paid by Pitfield's, the big Montreal investment house, was not revealed. No changes are slated for the operating management, but several directors representing the new interests are expected to be elected at the annual meeting late this week.

United North Atlantic was formed a couple of years ago. Initial capital was supplied by several prominent firms and private sources in the U.K., the U.S., Europe and Canada, including W. C. Pitfield & Co. Since then, it has become interested in several projects, including Premier Steel Mills, a new company formed to build a steel plant in Western Canada.

Offer Stock In New Fund

Shares of another new U. S.-owned Canadian investment company are being offered in the U. S.

The new fund is Investors Group Canadian Fund Ltd. which was formed earlier this year (The Financial Post, Jan. 22). The shares were expected to be approved for offering this week.

The shares will be distributed by Investors Diversified Services Inc., Minneapolis, which in addition to operating three mutual funds in the U. S., is parent company of Investors Syndicate of Canada. Investors Syndicate of Canada manages Investors Mutual of Canada, second largest Canadian mutual investment fund, and sells investment certificates.

Investors Mutual of Canada had assets with a market value of $58.6 millions at March 31, and its associate in the U. S., $773 millions.

Investors Group Canadian Fund has an authorized capital of 20 million $1 par shares and 1,000 $1 par deferred shares. Initial capital was provided by Investors Diversified Services through the purchase of 20,000 shares at $5 a share, and an additional 5,080 shares were purchased by directors at the same price. Head office will be at Winnipeg.

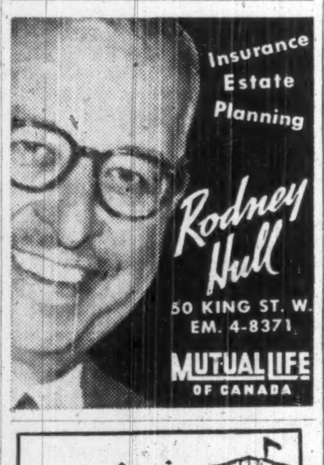
Canadian directors are Courtland Elliott and D. W. Lang, Toronto, and T. O. Peterson and Clarence E. Atchison, Winnipeg.

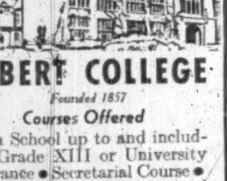
As in the case of other non-resident-owned Canadian investment companies formed in the past year, company intends to concentrate its investments in Canadian stocks, to reinvest income rather than pay dividends, and to operate in such a way that well-to-do U. S. investors may use the shares as a medium means of accumulating funds, any earnings from which will require payment of U. S. income taxes only at the relatively lower capital gains rates.

MARKET COMMENT

The informed opinion of men experienced in market analysis is given regularly in this investment feature. For profit add their viewpoint to yours. You get them in

THE FINANCIAL POST
BY MAIL ONLY $6 A YEAR





ALBERT COLLEGE
Founded 1857
Courses Offered
High School up to and including Grade XIII or University Entrance • Secretarial Course • Business Administration and Commerce Course • Dramatic Art, Piano, Vocal and Cultural Courses • Swimming, Life Saving and all Physical Recreation.
CO-EDUCATIONAL
THE MANOR for Girls & Young Women
THE MANORETTE for Junior Girls
GRAHAM HALL for Young Men
BAKER HOUSE for Boys
For complete information and illustrated prospectus, please write to:
Rev. A. E. MacKenzie, B.A., Principal
ALBERT COLLEGE, BELLEVILLE, ONTARIO, CANADA

Exchanges Fine J. Ernest Savard

MONTREAL (Staff) — The Montreal Stock Exchange and the Canadian Stock Exchange this week fined J. Ernest Savard, of Savard & Hart, $10,000 for breaking the rules on minimum margin requirements.

He was charged under two sections of each exchange's bylaws. The first of these, worded almost identically in each case, says that a member can be fined a maximum of $5,000, or suspended or expelled, for violating bylaws, or doing acts inconsistent with certain principles or detrimental to the interest of the Exchange. Thus Mr. Savard got the top fine from both MSE and CSE.

His specific offense was apparently covered in the second section mentioned by the exchanges. These, again worded almost the same, say that the committee or board running the exchange can fix the minimum amount, rate or percentage of margin which must be obtained on margin accounts by member firms (on stocks, 50% of selling price).

This is the second time he has been penalized by a local exchange. Back in 1951, he was suspended for 15 days by the Montreal Curb Market (now the CSE) for violating regulations.

Trust Cos. Manage Over $5 Billions In Assets Now

Total assets under administration of trust companies in Canada jumped by $436 millions in 1954 to reach more than $5,000 millions, retiring President Gordon F. Harkness told the annual meeting of the Trust Companies Association of Canada.

Guaranteed trust funds increased by $145.3 millions to $523.9 millions; estates trusts and agency funds by $281.3 millions to $4,393.3 millions.

Mr. Harkness said he hoped some relief may be expected in connection with succession duties which the Federal Government is studying at this time.

New president of the association is J. Allyn Taylor, joint general manager, Canada Trust Co., London. Other officers are: D. G. Grant, Halifax, 1st vice-president; A. R. Courtice, Toronto, 2nd vice-president.

A revision has been made in the trust companies employees training course conducted by Queen's University, providing for study of Quebec students of the Civil Code as well as the common law of the other provinces. Graduates receiving diplomas were: C. A. Holding, Victoria, and W. B. Everton, Winnipeg, honors; J. van den Hoek, D. H. Smele, and Miss P. I. Rapley, Toronto.

ANNOUNCEMENT

COLIN C. SCOTT

has been appointed Assistant General Manager of Servel (Canada) Limited. The announcement was made by A. F. Scharer, Vice-President and Managing Director. Mr. Scott was formerly Western Division Manager. He assumes his new post immediately at the Company's head office, 548 King Street West, Toronto.

TELEPHONE BILLS cut in half WITH

Dictograph
INTERCOM SYSTEM

That's right! Dictograph eliminates switchboards, operators, numbers, dialing and waiting for free lines. It costs less, too! And it's much more convenient. For it does things no telephone can duplicate. No one can overhear! No one can listen in! You can buy it or lease it. Over 100,000 in use. FREE estimates.

Dictograph
The finest for over 50 years
Available throughout Canada
146 WELLINGTON ST. W.,
EM. 4-5309
55-1

PROVINCE OF SASKATCHEWAN

3¼% SINKING FUND DEBENTURES

TO MATURE MAY 15, 1975
(CALLABLE AT 100 ON OR AFTER MAY 15, 1973)

PRICE: 98.75 AND INTEREST
YIELDING OVER 3.33%

BELL, GOUINLOCK & COMPANY
LIMITED
ESTABLISHED 1920
MONTREAL TORONTO WINNIPEG
LONDON HAMILTON KITCHENER

KERNAGHAN & CO. LIMITED
Members: The Investment Dealers' Association of Canada
E. B. Kernaghan F. C. Woolley W. [illegible] Davison
K. A. W. Sutherland J. F. W[illegible]
2nd Floor, 67 Richmond St. W. Toronto
EM. 4-4256 EM. 8-[illegible]

IDEAL TORONTO ACCOMMODATION

THE SHERIDAN offers new extra large furnished apartments, with enamel kitchen and tile bath, elevator and T.V. Available at the most reasonable rates. $115 to $140 monthly. Mr. M. Koffler, THE SHERIDAN.
1582 Bathurst at St. Clair — MO. 5030

As principals we offer subject to prior sale and change in price

$500,000.00

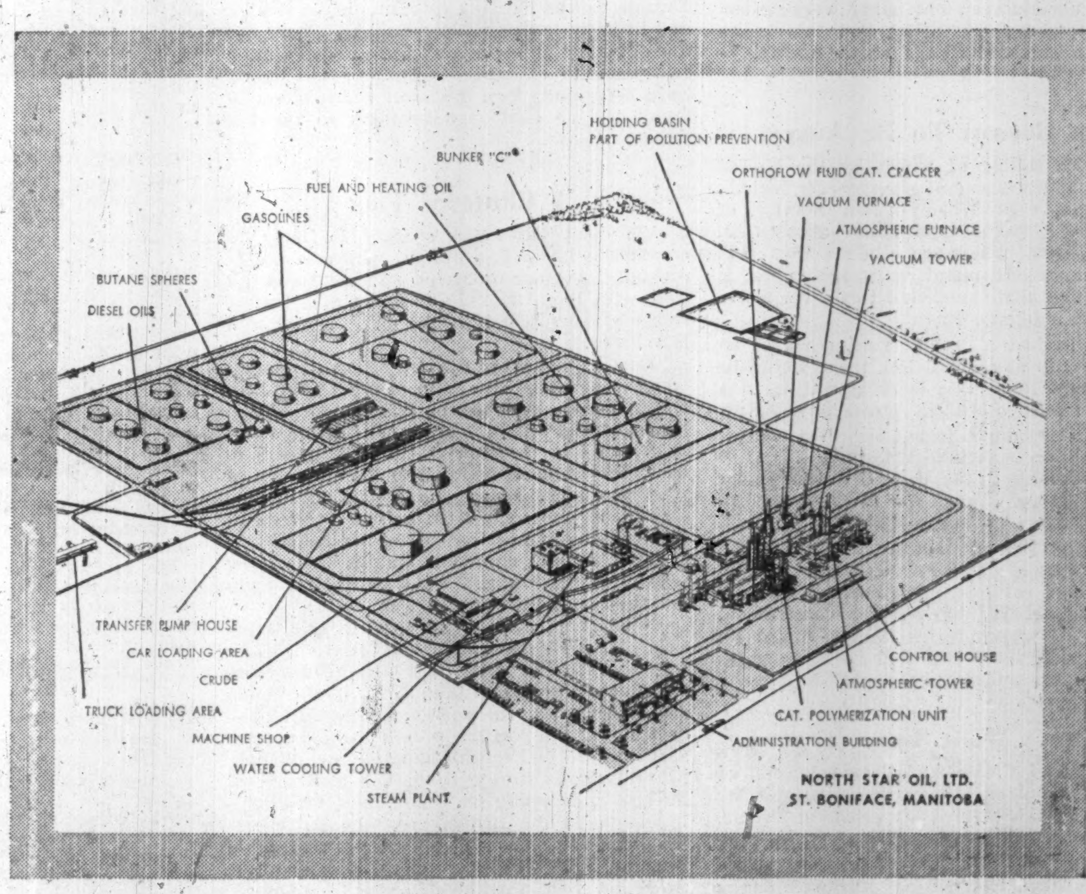
ALGOM URANIUM MINES LIMITED

5% General Mortgage Debentures
Maturing December 31, 1961

Redeemable on 40 days' notice at par and accrued interest

PRICE: 98.00 and accrued interest
YIELD: 5.35%.

BURNS BROS. & DENTON
Limited
44 King St. W., Toronto — 507 Place d'Armes, Montreal
Ottawa Hamilton Winnipeg



from proposal to production

A site on the open prairie and a specified refinery capacity was the starting point. Kellogg process and design engineering, procurement and construction facilities were the tools. And the great new North Star Oil Company Refinery at St. Boniface is another example of Kellogg's capacity to execute rapidly every stage of refinery construction, including stringent controls to eliminate air and water pollution.

Wherever the oil and petro-chemical industries have plants in Canada—Kellogg's ability to plan, design and build for productive efficiency has been established.

These are a few of the companies with which Canadian Kellogg has worked—

Imperial Oil Limited
Consolidated Paper Company Limited
British American Oil Company Ltd.
Ford Motor Company of Canada, Limited
Canadian Oil Companies Ltd.
McColl-Frontenac Oil Company Ltd.

oil
CHEMICAL PLANTS — REFINERIES — PROCESS EQUIPMENT AND PIPING

The Canadian Kellogg
COMPANY LIMITED—TORONTO • EDMONTON

$5,000-a-Year Workers

In announcing further enormous expansion plans for the Ford Company in the next three years, Henry Ford II remarked that hourly workers in his plants were now averaging just under $5,000 a year. This brought sharply back to mind an announcement by Mr. Ford's famous grandfather, just before the First World War, that workers in the Ford Company henceforth would be started at $5 a day — even sweepers.

Ford's enemies claimed it was only an "advertising stunt," and one which would attract unfortunate people from all over the country to Detroit, where they could not find work in the Ford plants or any other.

But there is no doubt that this high-wage policy, aimed at making car-buyers out of the workers, played as big a part in the North American industrial revolution of our time as Ford's mass-production, assembly-line technique.

These twin ideas of high pay and high productivity have turned capitalism on this continent into a very different thing from the old capitalism of Europe which bred the discontents of socialism and communism.

One of the best illustrations we ever heard of the basic difference between the "Workers' Paradise" of Soviet Russia and the present-day capitalism of America turns around the visit of a Ford engineer to the auto plant in Gorki.

The American had many questions to ask as he walked with his Russian counterpart through the factory, and received the full propaganda treatment. Over and over it was emphasized that all of the machinery and equipment, everything in sight, and the building too, belonged to the workers. When they walked outside, the American pointed to the cars coming off the assembly line, and asked who got them. "Oh, they belong to the state."

Then the Russian engineer came to visit the American in Detroit. Walking through the Ford factory, he asked with good-humored sarcasm, to whom all this belonged, only to get the answer he expected: "To Mr. Ford." But when they went outside and passed the immense parking lot the visitor enquired with amazement who could own all those cars. "Oh, those belong to the workers."

That's the Ford story, and the North American story.

Clarity Here Is Imperative

A talent for obscurity is frequently a political asset. We sometimes wonder, however, if Mr. Gregg needs to carry this talent quite as far as he does. As labor minister he's on Ottawa's hottest seat since unemployment is Ottawa's top political problem, even though the constitutional responsibility belongs to the provinces.

What Mr. Gregg says, then, is important, and can affect the lives and livelihood of hundreds of thousands of Canadians. At this point in time, it is essential to have a labor minister who speaks clearly.

In the House of Commons the other day, Mr. Gregg was replying to a question about the misunderstandings that have arisen about jobs on the St. Lawrence Seaway. Hiring is not to begin until May 15, yet nearly 500 people have flocked to Seven Islands looking for work.

Mr. Gregg pointed out that anyone wanting to work on the St. Lawrence Seaway should make use of the National Employment Service in order to check what jobs are available, and when they begin, before traveling to the spot where hiring is to take place. Here's what he said:

> "This does again give a clear indication of the importance of personnel, whether they be new Canadians or Canadians from any part of Canada who, under the excellent urge to seek employment—an urge which is to be admired—check in at the nearest employment office, making sure that the alleged employment is a reality rather than a rumor."

Mr. Gregg was speaking off the cuff, in reply to a question. No one would expect a polished reply under the circumstances. But this is surely the hard way to make a fairly simple statement. Perhaps the Minister's reply unintentionally provides the explanation of the mix-up that gave rise to the question. If this is standard labor department prose, it's no wonder the job-seekers were confused.

This is not a minor issue. If the Labor Minister and his staff can't talk in a way that ordinary Canadians can understand, very serious misunderstandings can arise; and this is no time for misunderstandings about unemployment.

Have Reason To Be Angry

Cut-price selling of wheat by the United States has angered several governments, including Canada, says Whaley-Eaton Service of Washington. There is no doubt about that. This dumping of wheat and other products has not only angered several governments but it has upset legitimate markets all over the world and for an indefinite period.

If it was just a case of getting rid of an extra big crop at a small loss there would be no complaint. But this is price cutting in a big way and there is little sign of any ending.

A recent example is the so-called sale of over 15 million bushels to Yugoslavia for $1.80 per bushel. Cost to the U. S. Government for price support and storage was $3.80 per bushel. That's a $2 loss on every bushel.

Countries like Canada, which count on wheat export for a very important part of their national revenue, can't hope to compete with that sort of give-away. Government purchases of wheat in the United States fill 195,000 bins on 3,900 sites and storage charges alone this year will amount to $50 millions.

We Don't Want Them Tagged

A House of Commons bill was introduced to provide for placing the party affiliation after the name of the candidate on federal ballots.

Supporters of the notion point out, among other things, that there have been cases where candidates have had nearly identical names and diametrically opposite views. This is confusing to the voter, and it could lead an unwary citizen who meant to vote Conservative into voting in error for a Communist candidate.

Curing this ill by placing party affiliations on the ballot might raise other dangers, as the case of Ross Thatcher illustrates. Even now, Mr. Thatcher's critics are claiming that by leaving the CCF benches he has broken faith with the voters and should seek immediate re-election. If Mr. Thatcher had been elected on a ballot which labeled him "CCF" there might be sound ground for this argument.

Suppose it were established that a Member who broke with his party, or changed his affiliation in some way, had to go back to the voters at once, what would be the logical consequence? The MP would have to regard himself simply as an agent of the voters, instructed to vote along party lines. His standing as an individual, his power to use his own judgment in casting his ballot on issues which he was deeply concerned, would be crippled. The decline of the House of Commons, already a favorite topic among those who View With Alarm, would certainly be accelerated. Opposition members, particularly, would suffer. Their chief advantage over members of the party in power lies in the fact that they can speak and act without fear of precipitating an election. If a declared deviation from the party line involved a moral obligation to go back to the voters, the Opposition would be even less effective than it is now. Conceivably, even coalitions among opposition parties of similar views might be considered grounds for a batch of by-elections. In short, the freedom of Opposition members to speak, and Opposition parties to manoeuvre, would be seriously curtailed.

Senseless And Expensive

Since their shotgun marriage of two years ago, the 13 municipalities which make up Metropolitan Toronto, have made progress "beyond the expectation of those who were the most optimistic," Chairman Gardiner reports. In many respects that is probably so, particularly in the provision of public works like water and sewage projects, roads and other transportation.

In that progress the experiment in bringing Toronto and its suburbs together offers an excellent example for other similar areas in Canada.

But in one important matter there has been disappointment. Officials of only five of the 12 suburban municipalities concerned still favor any centralization of police and fire services, and only three favor complete unification.

Thirteen different police and fire departments operating in what is essentially one municipal area are exactly 12 too many and maintaining them is expensive nonsense. Costs are bound to be too high, efficiency too low and there will be no uniformity in the protection offered in various areas. Some of the smaller units simply cannot afford to maintain special central services which are a part of every first-rate police or fire force.

Under the present system or lack of system in adjacent but separately administered municipalities protection forces are seriously handicapped. They have to keep in mind municipal boundaries whereas crooks and stolen goods move freely. And fires are just as likely to break out 50 feet beyond a municipal boundary as 50 feet within it.

Even in closely knit areas like that of greater Toronto we can hardly expect municipal rivalry and jealousy to disappear overnight. There are a lot of juicy plums involved. But surely after two years of operation more progress should have been made in a direction which offers so many and so obvious advantages to the tax paying citizens.

A Cluttered Flag

We don't think the country is likely to accept the latest flag design, which is neatly divided into four quarters and cluttered all over with lions, fleur-de-lis and maple leaves. But we know just how the designer got into his clutter.

First he thought of the half of the population which comes from the land of the Union Jack and is deeply attached to this symbol. Then he considered the third of the population which is attached to the fleur-de-lis and appears to be more and more opposed to the inclusion of the Union Jack. Finally, he thought of all those Canadians who come from neither the land of the fleur-de-lis nor that of the Union Jack — a group already numerous and likely to grow rapidly in the future. What symbol for them but the maple leaf?

Now, given these symbols, with their traditional colors— the maple leaf, green or gold, the fleur-de-lis white, the fly of the flag traditionally red, with blue added in the Union Jack — what else can you get but clutter? The designer of the flag has sought to appease the sentiment of the French Canadians and of those many New Canadians from the continent of Europe by dropping the Union Jack, while trying to "hold the British vote" by putting in the lions from the ancient royal standard of England. He will hear about this from the Scots and Irish. And he may hear from Quebec for placing the English lions above the French fleur-de-lis.

For all other Canadians he throws in the maple leaf — two quarters full of maple leaves, in fact. More and more it looks as though this is the only symbol on which Canadians can be united. If so, it is going to take a long time before the supporters of the fleur-de-lis or the Union Jack are prepared to yield.

Funny Way To Sell Butter

Cheese may improve with age but that surely isn't the way with butter. Yet Ottawa seems to think so. Again this year, it is expected to introduce its summer plan of "store the fresh and eat the old."

By juggling prices, just as the grass is getting green and butter normally reaches its peak of quality, new production will be channeled into government warehouses and the stuff stored last year will be moved into consumption.

This is a funny way to sell butter, especially when we have so much of it. And it isn't working.

Last year at this time the Federal Government had about 25 million pounds of butter in storage. This year it has twice that. Pretty soon at the rate we are going in this topsy-turvy marketing, we may be putting all our butter in storage, and eating margarine exclusively.

Napier Moore's Scratch Pad

A LONG TIME AGO, when commercial radio was making its first real impact, we were, as editor of Maclean's Magazine, interviewed by a newspaper reporter. He wanted our opinion as to the effect of this new, rapidly growing medium of communication on periodicals and newspapers. We said with conviction, if not originality, that nothing could ever take the place of the printed word.

Years later, when television came into being, another interviewer put the same question and we gave the same answer.

During the past week we have been going through the first issues of London newspapers to appear since the settlement of the strike which prevented their appearance for 27 days. They provide evidence that no matter what happens people do not get out of the habit of reading. In the case of the Daily Express alone, for its first post-strike edition there were orders for 100,000 more copies than were printed on the last day of publication. Other papers couldn't keep up with the demand.

The strike cost the newspaper publishers millions of pounds. Nobody can estimate the losses to businesses dependent on newspaper advertising, losses few people would think of. Florists, for instance, suffered heavily because there weren't any notices of births and deaths. Theatre receipts in most cases were halved. As actress Diana Wynyard said, "Life without the Press — even at its unkindest — is empty."

* * *

RIGHT ACROSS its front page the Express splashed in bold, black type the news that Grant McConachie, head of Canadian Pacific Airlines, plans to buy as many as a dozen Comet IV jetliners (at a million pounds apiece) to open up the North Pole route between London, Vancouver and Australia.

Mr. McConachie, who, as a pilot, pioneered Canada's air routes 25 years ago, was in London with 50 businessmen from British Columbia on a trade mission.

The reader's impression must have been that Canada is a pretty enterprising and far-sighted country.

On an inside page, columnist William Hickey reports on a "stormy interview" he had with another Canadian, Bob Campbell, on the subject of immigration. The piece is headed "So it's 'Go West Young Man' — if You're Brilliant." The Hickey argument was that Canada cannot become the greatest country in the Western Hemisphere if it doesn't populate itself by tens of millions. He thinks we are too choosey about immigrants from Britain; that we want only the skilled, the brilliant young men, and take them when Britain, as a nation, has spent thousands of pounds on them.

He reports Mr. Campbell as replying that Canada just can't open its doors wide because the trades unions don't want a flood of people. Also, "We have troubles with the French-Canadians, who do not want to see themselves overwhelmed."

* * *

WE LIKED BETTER a conversation we had about Canada in the Bahamas a while ago. We were out sailing in a small boat. We had a Bahamian boatman with us. He had made his own ropes out of sisal, knew everything there is to know about wind, sea, tide, fish and the handling of boats. We were at the tiller, and as we slid briskly over an ocean slashed with incredible hues, he talked. He had begun life as a cigar-maker in Key West. Then he went into the contracting business, building houses in different parts of the Bahamas. He did very well; took a trip to Europe. Some sort of heart trouble forced him to give up more strenuous work. Now he was a caretaker, boatman and general handyman. And a happier, more contented man we never met.

We got to talking about Canada. "I've got two sons in Canada," he said. "Both in the contracting business." Then, as a hot sun beat down upon us, he added, "They're up in the Arctic building radar stations."

* * *

FROM J. R. BUTLER, of Toronto, we have received a stern rebuke. He encloses a clipping of an item which, as it appeared in print, had Mrs. We saying, "and whom will you get to wash YOUR car?" Mr. Butler's letter says, "I was very surprised that Mrs. We (or was it you who put the words in her mouth?) should use the abominably ungrammatical "whom" . . . The word in this case should be "who." I feel that, so long as we use the English language, we should follow the rules of English grammar, and not bastardize the language in slavish imitation of U. S. practice."

We share Mr. Butler's horror, but both We's are blameless. The carbon of the original copy is before us, and clearly typewritten is the word "who." How the "m" came to be added is, at the moment, a mystery. Somebody will, of course, suggest that it may have been a printer's gem.

Incidentally we've never seen any evidence that the erroneous use of "whom" instead of "who" is U. S. practice. We read quite a lot of U. S. newspapers, and, apart from the sports pages, which we don't bother with, it is our opinion that they use good English.

Stop Me If . . .

For many years a mining company out west employed a Chinese cook and one evening after an unusually good dinner the superintendent decided to raise his wages. The next day was payday and the Chinese noted the extra money in his envelope.

"Why you pay me more?" he asked.

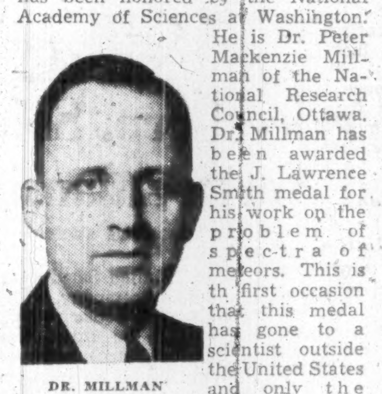
"Because," replied the superintendent, "you've been such a good cook all these years."

The Chinese thought it over then said, "You been cheating me long time, eh?"

Post Scripts

Rare Honor for Canadian

A distinguished Canadian scientist has been honored by the National Academy of Sciences at Washington.



DR. MILLMAN

He is Dr. Peter Mackenzie Millman of the National Research Council, Ottawa. Dr. Millman has been awarded the J. Lawrence Smith medal for his work on the problem of spectra of meteors. This is th first occasion that this medal has gone to a scientist outside the United States and only the fourth time it has been awarded since its establishment in 1884.

Millman was born in Toronto in 1906. He received the B.A. degree from the University of Toronto in 1929, the A.M. degree from Harvard University in 1931, and the Ph.D. degree from Harvard in 1932, all in astronomy.

He was engaged on the staff of the David Dunlap Observatory and also as Lecturer in Astronomy, University of Toronto, in 1933. In 1941, he obtained leave of absence to enter the RCAF, first as navigation instructor and later in charge of operational research for the RCAF. He retired with the rank of squadron leader. One of his last duties in the Air Force was to plan the research reporting procedures on Winter Exercise Musk Ox in 1946.

He joined the staff of the Dominion Observatory in 1946 and was chief of their Stellar Physics Division from 1951 to 1955, when he joined the NRC.

Dr. Millman's research work for the past 25 years has been chiefly in the field of meteoric astronomy. He has specialized in the analysis of the light of meteors, and, of a world total of 150 meteor spectra photographed to date, over 80 have been secured on his observational programs. He has also worked in the field of stellar radial velocities and has organized and directed two successful eclipse expeditions, where observations were carried out from aircraft.

Married, with two children, Millman's recreations are photography and stamp collecting.

* * *

Faces Busy Year

The year ahead is going to be a busy one for big, affable Merle M. Schneckenburger, vice-president of Joseph E. Seagram and Sons.

In addition to his regular duties as vice-persident in charge of advertising and public relations for one of the most advertising-conscious companies in the country, he has just been elected president of the 162-member Association of Canadian Advertisers, "an organization of Canadian companies promoting long-range, scientific development of advertising and marketing."

But beyond this, he is a member of a special committee of world executives organizing the first International Conference on Advertising in World Markets to be held in Zurich, Switzerland, in July of this year.

For both jobs, Schneckenburger is a natural choice. Since 1946, he has directed the advertising and sales promotion program for all Canadian subsidiaries of Distillers Corporation-Seagrams Limited—which means control of operations not only in Canada but in all other countries excepting the United States.

The Seagram philosophy — that a corporation can best assure its own progress by helping to promote the progress and prestige of the country in which it operates—will serve him well as he takes over the ACA leadership and also as he works with the international organization.

In the past 10 years Schneckenburger has directed a number of Seagram international advertising campaigns; one featured important Canadian products such as aluminum, wheat and paper; another, such Canadian institutions as the Calgary Stampede and the St. Jean Baptiste Parade, and another told the world of such distinctly Canadian foods as Oka cheese, maple syrup and Digby scallops.

Most recent has been the world tour of the Seagram collection of Cities of Canada paintings, one of the most ambitious such projects ever undertaken by a Canadian advertiser. The complete gallery weighs approximately 4½ tons, has traveled more than 20,000 miles outside Canada and has been seen by 425,000 people.

All this has added up to a lot of traveling for Schneckenburger too. Altogether, he estimates he has logged about 250,000 miles for the company.

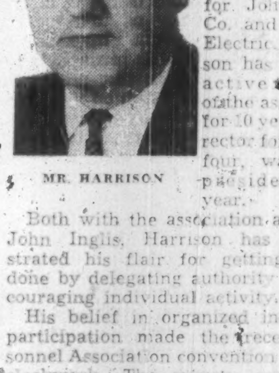
Born in Warsaw, New York, 48 years ago, the new ACA president majored in history at University of Rochester. After graduation, he sold advertising from New York to Chicago for 10 years before joining the House of Seagram in Montreal in 1942 as sales promotion manager.

He married the former Kathleen Brownell of Perry, N.Y., in 1931. With their two daughters—one a senior in college and another a senior in high-school—the Schneckenburgers live in the Town of Mount Royal and are members of the Mount Royal Presbyterian Church there.

* * *

He Works Through People

President of Canada's largest personnel association is a burly bustling 39-year-old who says management is the art of "getting things done through people."



MR. HARRISON

Gordon Francis Harrison adds the presidency of the 400-member Personnel Association of Toronto to his job as director of industrial relations for John Inglis Co. and English Electric. Harrison has been an active member of the association for 10 years, a director for the last four, was vice-president last year.

Both with the association and with John Inglis, Harrison has demonstrated his flair for getting things done by delegating authority and encouraging individual activity.

His belief in organized individual participation made the recent Personnel Association convention run like clockwork. The average convention does a lot of backing and filling. But Harrison had his conference committee covering every angle, using written job descriptions to eliminate misunderstanding and overlapping.

Harrison's talent for crisp action has made him a man much-respected at the labor contract bargaining table. He drives a hard bargain, has won the admiration of union negotiators for his spade-calling sincerity.

Born in Cobourg, Ont., Harrison attended University of Western Ontario, then went to work for George Weston Co. in 1937.

He started on the Weston shop floor at Brantford, being promoted to foreman, night superintendent and — finally — personnel manager. In 1939 he went to work in the plant personnel department for Canadian Industries Ltd.

After Army and Navy service in personnel selection, Harrison worked successively as personnel superintendent of CIL's Brownsburg plant; member of the industrial relations staff of Canadian General Electric; and, since 1952, in his present job with John Inglis.

Harrison works an average 55-hr. week supervising industrial relations in three plants with 3,000 employees and nine union contracts. He lives in a suburb west of Toronto, is married with two children; finds time for a little golf and bridge.

What Others Are Saying

Editorial of the Week

Walled Towns Are Out
Fredericton Gleaner

City Council is expected to get back to the thorny question of a tax on non-residents working or doing business in Fredericton.

This is a poor idea. The measure should be defeated. It would be a step backward toward the medieval idea of walled towns with a levy on those who pass through the portals.

This is 1955, the era of swift communications, of province-wide as well as national and international business. Anything which hampers the free flow of work or trade is bad in principle. And any advantage Fredericton may gain by revenue would be more than offset by inconvenience to citizens and outsiders alike. We should not forget that it is to our advantage to have a branch office or store of an outside firm located here. Similarly, to be able to employ outsiders when need arises should have no obstacle in the way.

Broad effect, of course, of such licensing or taxation of non-resident individuals or corporations is to tamper with the normal ebb and flow of competition. This is not the function of government, least of all local government.

Municipal tariff walls have been outlawed in Manitoba and other places. They should be here.

Other People's Views

MR. LAWSON'S New York project will not be the first Canada House on external soil, points out the **Victoria Colonist**, "but it will assuredly be the only one that cost the national treasury nothing. That alone puts it in a category by itself."

IN CERTAIN EUROPEAN countries it is an offense to discard litter in a public place, points out the **Halifax Chronicle-Herald** "and although adult citizens of a mature democratic country should be above such legal enforcement, there are times when it is tempting to believe that a general ordinance to the same effect would be beneficial in this country."

THE IDEA OF PROVIDING natural gas for Montreal is a highly attractive one, says the **Montreal Star**. "We are often smothered in grime, and the contrast between conditions here and the clean atmosphere of such cities as Calgary and Edmonton is enough to make a Montreal housewife weep. But the big problem remains what it usually is. Can the new fuel be brought in at prices which will make it competitive and attractive to consumers?"

THE PARLIAMENTARY INQUIRY acted wisely in turning down the proposal of a law against loss leaders, thinks the **Ottawa Journal**. "Our statute books are already cluttered up with laws, prohibitions, restraints; so much so that many of us don't know what all the laws are about and a great many other disregard them, which is bad. And we doubt very much whether, the trend of the world being what it is, business should be crying out for government to police it. Far better surely for free enterprise to make the most of its penalties and weaknesses and try sensibly to police itself."

THEY DESERVE our sympathy and help, says the **Orillia Packet and Times** of the vacationers coming from the big city. "Realizing the strain that these people have been under since last September, let us all resolve not to become irritable when we are all but forced off our main street sidewalks and virtually squeezed out of our stores. If our beaches are black with urban dwellers, if our parks are littered with their discarded cake boxes, remember that they have probably not seen a park or a beach for 11 months and two weeks."

WE SHOULDN'T be so horrified about Brazil burning coffee again, thinks the **Vancouver Herald**. "We have not yet taken to burning our surplus crops, but our withholding of them from the market may be just as much an economic crime as burning them. The poor financial showing our Canadian railways made this last year was due to the reduced movement of wheat to market, resulting from our restrictive marketing policies. Not only the railways have been suffering, but all business—as anyone who has been in prairie agricultural towns recently knows."

The Financial Post

Member Audit Bureau of Circulations
Member Business Newspapers Association of Canada

RONALD A. McEACHERN, Editor

Charles C. Milne, Gordon L. Smith associate editors; Gordon M. Grant, mining editor; Paul S. Deacon, investment editor; Harley Potter, construction editor; W. L. Dack, chemical editor; Assistant Editors: Clive Baxter, Norman Debono, Vincent J. Egan, Clifford Fowke, Donald G. MacLean, Jack McArthur, Peter Newman, Robert J. Opekar, Robert L. Perry, Kenneth White

Ottawa: Michael Barkway, 205 Clemow Ave., 2-6849.
Montreal: Gordon Minnes, 1242 Peel Street, UNiversity 6-9841.
Advertising Manager—Austin A. Weaver.
Advertising Production—Evelyn Carroll.
Circulation Manager—Robert H. Oliveira.
Promotion Manager—Stanley E. Caldwell.
Art—Chris V. Yaneff, Walter Kopacz, Manfred Gotthans.
Montreal—Murray R. Chipman, eastern manager.
Subscription Terms—Single copies 20c. Yearly in Canada $[illegible], two years, $11; all other countries, $7 (two years, $13).
Advertising Rates: Single insertion $2.70 per inch. Contract terms upon request.
Authorized as second-class mail, Post Office Department, Ottawa.
Main articles indexed in The Canadian Index of The Canadian Library Association published 10 times yearly and cumulative annually.

Other Publications and Services of The Financial Post:
CORPORATION SERVICE, A. C. Bowman, manager. Special service for investors, $2[illegible] per company a year, complete service $[illegible] monthly.
BUSINESS YEAR BOOK, Yearly $[illegible]
SURVEY OF INDUSTRIALS, Yearly $3.
SURVEY OF MINES, Yearly $3.
SURVEY OF OILS, Yearly $3.
DIRECTORY OF DIRECTORS, $[illegible]

Published and Printed by
MACLEAN-HUNTER PUBLISHING COMPANY LIMITED
TORONTO 2: 481 University Avenue, EMpire 3-[illegible]
MONTREAL 2: 1242 Peel St., UNiversity 6-9841

HORACE T. HUNTER, Chairman of the Board
FLOYD S. CHALMERS, President
DONALD F. HUNTER, Vice-President and Managing Director
THOMAS H. HOWSE, Vice-President and Comptroller

Other MACLEAN-HUNTER Publications:
NATIONAL MAGAZINES: Maclean's, Chatelaine, Mayfair, Canadian Homes & Gardens.
BUSINESS NEWSPAPERS: Bus and Truck Transport, Canadian Advertising, Canadian Automotive Trade, Canadian Aviation, Canadian Grocer, Canadian Hotel Review, Canadian Machinery, Canadian Packaging, Canadian Printer and Publisher, Canadian Paint and Varnish Magazine, Canadian Shipping, Canadian Stationer, Civic Administration, Design Engineering, Drug Merchandising, Electrical Contractor, Fountains in Canada, General Merchant, Hardware and Metal, Heating and Plumbing Engineer, L'Epicier, Le Prix Courant, Marketing, Men's Wear, Modern Power, Office Equipment & Methods, Painting and Decorating Contractor, Plant Administration, Style and four other business publications in the United States and Great Britain.
OTHER SERVICES: Canadian Press Clipping Service, Commercial Printing Division, National List of Advertisers.

MACLEAN-HUNTER LIMITED
LONDON: Wellington House, 125 Strand, London, W.C.2. Cable Atabek, Temple Bar 1616.

MACLEAN-HUNTER PUBLISHING CORPORATION
NEW YORK 36: 522 Fifth Ave., Murray Hill 2-7888.
CHICAGO 6: 309 West Jackson Blvd., Harrison 7-7890.

Representative:
DUNCAN A. SCOTT & CO.
LOS ANGELES 5: 2978 Wilshire Blvd., DUnkirk 8-4151.
SAN FRANCISCO 4: Mills Building, GArfield 1-7950.

Bruce Hutchison Writes About:

Union with the Yanks

The decisive facts of Canadian life have always been invisible. Any politician who dares to expose them is taking his life in his hands. Three politicians, one American and two Canadians, have lately risked that dangerous exercise, with interesting results.

Senator Richard L. Neuberger, of Oregon, who likes and therefore assumes that he understands Canada, blandly proposes in a recent magazine article that the absurd transcontinental border of America be expunged. Canada, he says, should join the United States and live happily ever afterward, just like all sensible Americans.

He admits, rather reluctantly, that this perfect solution will not be achieved for some time. Meanwhile, he seems to think, we should recognize our ultimate goal, work toward it and thereby improve our already happy international relations. A systematic courtship should precede the marriage.

Thus the honest Senator, deceived by the outside of Canada, cheerfully ignorant of the invisible facts and burning with a new discovery now nearly two hundred years old, repeats the illusions of many distinguished predecessors.

If he persists in advocating his discovery from the sounding board of the Senate, if he assumes that Canadian-American friendship should be fostered as the beginning of union, he can do some unnecessary harm to that friendship. If he is really in earnest and not just writing another magazine piece he could not have chosen a worse time to unveil his purpose. If he had any real understanding of contemporary Canada he would know that it is more opposed to political union than it has ever been in modern times.

Walter Harris Supplies A Partial Answer In Economic Terms

A much subtler politician, Walter Harris, born with the invisible facts in him but too shrewd to utter them fully, has supplied a partial answer to Senator Neuberger in economic terms which, though important, are not decisive.

Mr. Harris skims only the outer surface of the invisible facts when he told the United States, in the polite, overstuffed language of a budget speech, that this country is gravely disturbed by the economics of the forty-ninth parallel. Any Canadian but probably few Americans can read between the lines of Mr. Harris' speech and see what he really means.

He means, in plain English, that if the American protectionists succeed in their present

BRUCE HUTCHISON

purposes, the existing Canadian government, or any alternative government, will be forced finally to retaliate. Once the old tariff struggle is pushed beyond the point of tolerance in Canada the Canadian government of that day really will have very little control over the nation's policy. The reaction of the Canadian people will be inevitable, automatic and irresistible because it will come not from visible economic causes but from the invisible facts.

Now, I happen to think that this result on both sides of the border would be insane and tragic and so, I suppose, does Mr. Harris, but no Canadian government could prevent them. For the Canadian reaction would express the hidden thing that Senator Neuberger overlooks — not basically the public demand of certain Canadian industries for protection but the secret will of all Canadians to build their own state in their own way.

Old Trade Controversy Is But Outer Symbol Of That Inner Will

The old trade controversy of the border, conducted publicly in economic terms, has never been anything more than the outer symbol of that inner will. We have imposed low tariffs and high from time to time in public policy. We have followed prophets as far apart as Adam Smith and R. B. Bennett, but if our policy seemed to vary our motive never did.

On the surface we accommodated ourselves to changing American policy as if we were concerned only with financial profits. Underneath we have been wholly concerned with the preservation of something infinitely more valuable to us —too valuable, indeed, to be uttered aloud and hence largely unsuspected by our neighbors.

That thing, whatever you may call it, has been and is today the sovereign force in our politics because it is the sovereign force in our minds. Any policy or any government which seems to endanger it will be rejected, even if sometimes the policy and the government may be wise in themselves. Such is the paramount, unwritten law of the Canadian state, the law of self-preservation. Often bungled in execution, it is never repealed.

For example, does Senator Neuberger forget that Reciprocity was rejected in 1911 ostensibly for economic reasons but actually because American statesmen like President Taft and Champ Clark told us plainly that Reciprocity was the first step toward Annexation?

Remembering that lesson, Senator Neuberger and others of like mind who wish to improve the economics of the border will renounce at the beginning any thought of political union. Should that old ambition reappear in the background it will once again confuse, distort and frustrate the sensible arguments of economics, as it has done so often before.

This Could Be Credo Of a Prospective Canadian Prime Minister

Mr. Pearson is the third politician to step into these perilous regions of the subconscious with a notable series of speeches at Princeton, which look very much like the considered credo of a prospective Canadian prime minister.

He not only repeats Mr. Harris' warning about the tariff but he expresses Canada's current alarm about the general foreign policy of the United States. In the tones of the trained diplomat he thereby voices another fact overlooked by Senator Neuberger —namely, that never in recent times has Canada so distrusted not the motives but the operating methods of its neighbors in great affairs touching the very existence of this country.

In plainer terms than Mr. Pearson cares to use, hardly any Canadians would vote to put their foreign policy under the guidance of the American government, and they are chiefly worried because they cannot escape the results of American policy, especially in Asia.

For both economic and political reasons, therefore, Senator Neuberger has mistimed his invitation with the unerring accuracy of many other eminent Americans in the past. But the timing, I dare say, matters little since the whole project is quite irrelevant in the context of facts far deeper than economics or politics.

Imperial Oil, Sales Rising, Finds Hope In U. S. Trend

Recent approval by U. S. Senate Finance Committee of President Eisenhower's liberalized foreign trade bill greatly strengthens the hope that no formal restrictions will be set up against imports of Canadian oil.

"In view of the fact that the U. S. consumes two thirds of the oil produced in the free world and contains only about one fifth of the proven oil reserves, we find it hard to understand why such a measure should be urged, and harder still to believe that it will be sanctioned," J. R. White, president of Imperial Oil, told the annual meeting of shareholders.

"Further, I understand there is a strong sentiment in U. S. that the suggested legislation would be detrimental to relations with other countries, probably resulting in serious curtailment of trade, and that it would endanger the national security."

Over-all sales volume of Imperial Oil, for the first three months of 1955 is up about 7%, Mr. White said. Sales at the company's service stations have shown an even greater gain. Estimated earnings for the period after all charges and provision for income taxes, are $12,892,773, or 43c a share (as against $13,665,310, or 45c a share, for same period last year). A larger than normal share of earnings occurred in first quarter of last year.

On the basis of early estimates, Mr. White said, the company expects to increase its production of crude oil by about 8% over the 1954 level. Imperial's recent light oil discovery at its Browning well in Southeastern Saskatchewan "looks as if it will be as important as the Alida and Nottingham discoveries," Mr. White said.

"We were keenly disappointed that the recent budget did not recognize and correct a situation in which producing Canadian oil companies exploring for oil in Canada, are at a competitive disadvantage with U. S. companies carrying on similar exploration programs here through branches of U. S. subsidiaries. The reason for this competitive disadvantage lies in the relative treatment of exploration costs in calculating depletion allowance, provided in the tax laws of both countries."

Because Alberta crude is about the lowest priced oil on the North American continent, Western Canada "would be a relatively unattractive hunting ground for oilmen" if price alone were the consideration. At present the price disadvantage is offset by the highly prospective nature of the area and other considerations.

The Montreal market is roughly 2,300 miles from Edmonton, Mr. White pointed out, whereas the longest pipeline movement in U. S. is less than 1,500 miles. Further, Montreal is a seaboard area that can be supplied at much lower cost per barrel-mile by deep-sea tankers, either directly or in conjunction with the relatively short Portland-Montreal pipeline.

"On the Pacific Coast, however, conditions are different," he said. "The wellhead prices that enable Canadian oil to compete in Ontario have placed it in an advantageous position on the western seaboard. Despite prevailing tanker rates, our oil is competitive with all other sources of supply for British Columbia and the northwest states, and we think it will maintain that position."

Still In Balance Yet In Balance

At midweek, gas and government officials were still hesitant about hazarding any prediction on the outcome of current gas export hearings before the Federal Power Commission in Washington.

Canadian testimony has now been concluded in the application of Panhandle Eastern Pipe Line Co. seeking permission to export an additional 15.5 billion cu. ft. of natural gas annually to Ontario. It is already exporting 5.5 billion cu. ft. annually for use in the present Union Gas Co. of Canada system.

Union would use this gas to serve the Hamilton area and other communities east of London, through a large diameter pipeline which it would build from its underground storage field in Lambton Co.

The Canadian Government strongly supports the pipeline application according to a letter written by Trade Minister C. D. Howe which was read into the F.P.C. record. "I would like you to know," Mr. Howe wrote, "that this joint Panhandle-Union proposal has the full support of my government."

As considerable evidence has yet to be heard on U. S. phases of the application, it may be quite some weeks yet before a decision is forthcoming. Not only have Panhandle witnesses to be cross-examined on the pipeline company's gas reserves and facilities, but witnesses from several communities in mid-western states who are seeking a gas supply, have yet to complete their testimony.

The cost of heating an average home in Southwestern Ontario is cheaper with natural gas than with coal or oil, F. R. Palin, assistant general manager of Union Gas Co. told the FPC recently. The annual cost of heating an average-sized home in the area served by his company was estimated at $147 with natural gas; $167 with anthracite coal; and $173 with domestic fuel oil.

Questioned by counsel as to Hamilton's heating costs, Mr. Palin replied that natural gas rates would have to be approved by the Ontario Fuel Board. However, he said, his calculations indicated the annual cost of heating an average-sized home in Hamilton would approximate the cost of heating with coal or oil, or about $170.

Arrangements have been made with supplying companies that when Alberta gas is available in Ontario, Union Gas would terminate the new supply of U. S. gas.

STE. ADELE, QUE., has sold $102,500 3%-4% bonds due 1956-70 to Banque Canadienne Nationale and Casgrain & Co. at 96.29. For waterworks, sewers. Net funded debt, $318,660 at Dec. 31, 1954, population 1,100.

STE. MONIQUE, QUE., School Board has sold $141,000 3%-4% bonds due 1956-75 to Belanger Inc. at net cost of 3.97%. Provincial grant $79,300. No other long-term debt, population 885.

"I saw few die of hunger... of eating, a hundred thousand."

Benjⁿ Franklin

POOR RICHARD'S ALMANACK — 1736

Benjamin Franklin's observation that he saw more people die from eating than from starvation is certainly pertinent today when so much overweight is due to overeating.

Are you one of the million Canadians who are forced to loosen the belt a notch or two . . . or who are having trouble making the hooks and eyes meet?

If so, the chances are better than 9 out of 10 that your extra pounds have accumulated because you are either eating more, or you have made no changes in your good habits as you have grown older, or you have become less active.

When you store up weight, you are also likely to store up future troubles. These could include diabetes, gall bladder and kidney disorders, heart disease or high blood pressure . . . to mention a few.

In fact, studies show that the death rate from all causes is 22 percent higher for people who are from 5 to 14 percent overweight than for people of normal weight. Among people who are 25 percent overweight, mortality is about 75 percent higher.

If you are overweight, why delay the obvious advantages of reducing? Before you start to reduce, however, there are some pitfalls you will want to know about and avoid.

First are the drastic dietary fads which usually limit you to a few foods, and second is the indiscriminate use of so-called "reducing pills." Only when overweight is accompanied by a serious disease . . . such as dangerously high blood pressure . . . may quick reducing be desirable.

The safe and sane diet is the one that reduces you *slowly* . . . two to three pounds per week . . . and that *permanently* keeps you at your best weight. In fact, throughout adult life it is a good rule to keep your weight at slightly below the level that is normal for your age and body build, or bone structure.

It is always wise to let your doctor decide what you should weigh and, equally important, let him plan your reducing diet. He will see to it that your meals are properly balanced, especially in protein, vitamin and mineral content.

Do not expect too much too soon when you start dieting. It took a long time to acquire those surplus pounds . . . and it will take time to lose them. If you want to keep check on your progress, weigh yourself weekly, rather than day to day. If you stick to your diet, your weekly weighings will eventually show how much you are losing in weight and gaining in health.

Once your weight is down, try to avoid any return to your old ways of overeating . . . and gaining. For *permanent* weight control usually brings a rich reward — *better health and added years in which to enjoy it.*

COPYRIGHT CANADA, 1955 — METROPOLITAN LIFE INSURANCE COMPANY

Metropolitan Life Insurance Company
(A MUTUAL COMPANY)
Home Office: New York
Canadian Head Office: Ottawa

Metropolitan Life Insurance Company
Canadian Head Office (Dept. H.W.)
Ottawa 4, Canada

Please send me a copy of your booklet, 55-Y, "Overweight and Underweight."

Name ....
Street ....
City .... Prov. ....

A. E. Ames & Co.
Limited
Government, Municipal and Corporation Securities

A. E. Ames & Co.
Members
Toronto Stock Exchange
Montreal Stock Exchange

Business Established 1889

TORONTO MONTREAL WINNIPEG VANCOUVER VICTORIA CALGARY LONDON OTTAWA HAMILTON KITCHENER OWEN SOUND ST. CATHARINES QUEBEC NEW YORK BOSTON LONDON, ENG.

over 50 YEARS OF CONSTRUCTION EXPERIENCE

CARTER builds
- INDUSTRIAL PLANTS
- GRAIN ELEVATORS
- POWER HOUSES
- ROADS
- BRIDGES

CARTER

THE CARTER CONSTRUCTION CO. LTD.
TORONTO 415 CHERRY ST. WINNIPEG 559 KYLEMORE AVE.

5406A

DOSCO CANADIAN STEEL CORPORATION, LIMITED
A Division of
DOMINION STEEL AND COAL CORPORATION, LIMITED

Too many executives die young!

Why?

Be sure to read

"RELAXATION IS EASY"

BY LLOYD PERCIVAL
Director of Sports College

$1.00

Tension creates fatigue, reduces your working efficiency and spoils your enjoyment of life. It undermines your health and costs you money.

If you suffer from tension, you are a bad promotion risk!

Relaxation Is Easy

Thousands of businessmen, salesmen and executives of all kinds have benefited from the easy-to-follow instructions that showed them how to handle tension. Order your copy today! Simply tear out this ad and attach it to your letterhead or sheet of paper with your name and address. Mail with only $1.00 to:

Sports College
Dept. 200
Box 99, Toronto 1, Ont.

(Please add 15c exchange if paying by cheque from outside Toronto.)

Provincial Governments' Deposits Up, Bank Borrowing Position Improved

Canada's Provincial Governments improved their position with the banks during March. Monthly returns of Canadian chartered banks to the Finance Minister show that during March bank loans to Provincial Governments were reduced from $54,451,000 to $7,108,000. In the same period, the provinces increased their bank deposits from $138,088,000 to $265,065,000.

Part of the improvement in the provinces' bank position, according to bankers, is due to higher-than-average payments by the Federal Government to the Provincial Governments in March, final month of the Governments' fiscal year. As evidence, Federal Government deposits were $146.4 millions at March 31, a decrease of more than $56.3 millions on the month.

Another reason suggested was that Provincial Governments like many commercial enterprises, apply "window dressing" to their fiscal year end balance sheets. Small loan balances and high cash positions are considered to be attractive to readers of financial statements.

Demand for call and short loans was lower in March. Total outstanding in Canada declined by $16.9 millions to $197.1 millions, while such loans abroad were $30,453,000 lower at $188.5 millions. As a result of the contraction in demand for loans, the chartered banks' cash position was $30,857,000 higher at $770.2 millions.

Volume of cheques and other items in transit was $34.6 millions lower, at $618.3 millions, on March 31. Personal savings continued to climb, the month's increase of $52.7 millions bringing the aggregate to $5,425.6 millions. Demand deposits showed a seasonal decline of $120.6 millions to $3,266.8 millions.

Accompanying table shows the condition of Canadian chartered banks at March 31, together with changes from one month and two month earlier.

ASSETS
Immediately Available Liquid Assets
(In Thousands of Dollars)

	Mar. 31 1955	Feb. 28 1955	Change	Jan. 31 1955	Change
Canadian coin	20,457	20,874	—417	21,530	—1,073
Gold and coin ab'd	1,435	1,542	—107	1,611	—176
Bk. of Can. notes and deposits	770,225	739,368	+30,857	784,623	—14,408
Foreign currency	40,705	39,965	+740	39,420	+1,285
Dep. other Bks. in Can. curr.	3,424	4,504	—1,080	3,125	+299
Foreign banks	267,273	283,216	—15,943	277,375	—10,102
Cheques, other items in transit	618,328	652,885	—34,557	544,667	+73,661
Govt. Can. treasury bills	434,980	433,492	+1,488	463,612	—28,632
Government Securities:					
Dom. short term	681,445	683,935	—2,490	675,773	+5,672
Dom. long term	2,482,433	2,448,646	+33,787	2,361,400	+121,033
Provincial	293,605	274,998	+18,607	267,187	+26,418
Municipal secs.	184,724	183,922	+802	176,515	+8,209
Other secs.	385,475	372,150	+13,325	355,988	+29,487
Secs. other than Canadian	332,376	310,192	+22,184	324,177	+8,199
Mortgages	110,149	99,484	+10,695	87,815	+22,334
Can. call and short loans	197,133	214,012	—16,879	175,523	+21,610
Call and short loans abroad	188,486	218,939	—30,453	210,222	—21,736
Provincial loans	7,108	54,451	—47,343	58,989	—51,881
Municipal loans	156,684	118,813	+37,871	105,875	+50,809
Current loans	3,709,190	3,684,213	+24,977	3,711,441	—2,251
Loans abroad	316,361	324,904	—8,243	301,343	+15,218
Non-current loans	1,328	1,315	+13	1,318	+10
Premises	119,090	117,674	+1,416	116,108	+2,982
Loans to corporations	32,198	31,924	+274	31,256	+942
Letters of credit	169,277	168,231	+1,046	158,579	+10,698
Other assets	3,502	3,656	—154	3,876	—374
Total assets	11,527,591	11,487,275	+40,316	11,259,353	+268,238
LIABILITIES					
Dep. of Dom. Govt. in Cdn. curr.	146,399	202,738	—56,339	152,512	—6,113
Dep. by Prov. Govt. in Cdn. curr.	265,065	138,088	+126,977	140,841	+124,224
Dep. by other banks in Cdn. curr.	124,144	137,584	—13,440	118,612	+5,532
Dep. by other banks in foreign curr.	82,665	84,155	—1,490	83,816	—1,151
Personal savings	5,425,599	5,372,904	+52,695	5,298,534	+127,065
Notice deposits	546,254	506,979	+39,275	447,332	+98,872
Demand deposits	3,266,824	3,387,417	—120,593	3,362,639	—95,815
Other deposits in foreign curr.	922,589	913,581	+9,008	922,452	+137
Advances from Bk. of Canada	.....	.....	.....	.....	.....
Letters of credit	169,277	168,231	+1,046	158,579	+10,698
Other liabilities	30,343	38,601	—8,258	44,476	—14,133
Capital paid up	179,760	175,779	+3,981	171,190	+8,570
Rest account	359,659	352,205	+7,454	349,312	+10,347
Undivided profits	9,013	9,013	.....	9,013	.....
Total liabilities	11,527,591	11,487,275	+40,316	11,259,358	+263,233

Cominco Launches Eight-Town Rocket-Powered Safety Drive

One of Canada's major efforts in the field of industrial safety began this week with a flurry of rockets, competitions, film showings, radio broadcasts and special meetings.

The safety-conscious company: Consolidated Mining & Smelting.

Its objective: To make employees even more safety-conscious. With the exception of 1952, Cominco's accident rate has set a record low every year since 1943. The rate held steady in 1952.

In 1954, Cominco employees set an all-time low of 13 lost-time accidents per million work-hours.

Here's what the company and its workers are doing:

—Every night during May over Trail, B.C. — where Cominco has its biggest operation — a shower of green or red stars will explode. Green will mean no Cominco employee that day had an on-the-job accident. Red will mean a lost-time mishap.

—Safety groups in each section will sponsor safety quizzes, limerick competitions, dozens of different kinds of demonstrations.

—Engineering Services will make special awards to employees who have gone 25 years or more without lost-time accident.

—Electric signs will be erected in Trail to show the day-to-day status of each division.

The ambitious plan involves Cominco employees in Trail, Kimberley, Riondel, Tulsequah, Salmo and Fife, B.C.; Calgary; and Yellowknife, NWT.

HENRY A. MARTIN
LIMITED
MANAGEMENT CONSULTANTS
TELEPHONE WALNUT 4-7155 — 709 CHURCH ST., TORONTO 5

NEW AND REFUNDING ISSUE

$2,500,000

Maritime Electric Company, Limited

First Mortgage Sinking Fund Bonds, 4% Series due 1975

To be dated May 1, 1955 — To mature May 1, 1975

We offer as principals these bonds for delivery if, as and when issued and received by us and subject to prior sale and the approval of counsel of all proceedings.

Price: 99.50 and accrued interest

It is expected that interim bonds will be available for delivery on or about May 17, 1955.

A prospectus, a copy of which has been filed with the Secretary of State of Canada in accordance with the provisions of The Companies Act, will be promptly furnished on request.

Royal Securities Corporation Limited

Montreal, Toronto, Halifax, Saint John, Quebec, Ottawa, Hamilton
Winnipeg, Calgary, Edmonton, Vancouver, Charlottetown, St. John's, Nfld.

ANNOUNCEMENT

HEADS S. F. LAWRASON & CO.

WALTER J. EVANS

Takes over as President & General Manager of S. F. Lawrason & Company Limited, which he purchased recently.

Lawrason's 50,000 square foot Head Office and Manufacturing Plant located at London, Ontario, manufactures and distributes a complete line of basic and converted chemicals from coast to coast. Mr. Evans was formerly associated with G. H. Wood & Co. Ltd. as Vice-President & Assistant General Manager.

Banks 'In Cash,' Day Loans Dip

Day-to-day loans were being made by chartered banks to investment dealers at ¾% this week, a drop from the rate of 1¼% prevailing two weeks earlier. Banks' cash position rose sharply in recent weeks, as a result of heavy purchases of securities from the chartered banks by the Bank of Canada; cash holdings of $833.2 millions on April 27 were $79.5 millions higher than the total for April 13. As a result, the banks were well prepared to meet any demand for day-to-day loans to investment dealers.

Total of day-to-day loans outstanding at April 27 was $69.1 millions, a decrease of $25 millions since April 20.

Here are latest preliminary estimates by the Bank of Canada of chartered bank assets and liabilities at April 20, with changes from a week earlier and a year earlier:

	As Apr. 20 1955	Change from Apr. 13 1955	Change from Apr. 21 1954
	(millions of dollars)		
Assets:			
Bank of Canada Dep. & Notes	842	+62	—62
Day-to-Day Loans	94	—22	+94
Govt. of Can. Secur. Treasury Bills	353	—45	+69
All Other	3,174	+9	+697
Total	3,527	—37	+766
Other Cdn. Secur. Provincial	294	..	+39
Municipal	195	+11	+46
Corporate	390	+3	+55
Total	879	+13	+141
Insur. Resident. Mtges.	[illegible]	+3	+116
Loans in Canada (ex. day-to-day) Call & Short	116	+6	—49
Provincial	8	—1	—3
Municipal	159	—1	+15
Grain	345	+2	—56
Can. Svgs. Bds.	81	—4	—16
All Other	3,307	+10	+92
Total	4,015	+11	—17
Liabilities: Cdn. Deposits Person. Svgs.	5,455	+6	+476
All Other	4,249	+13	+463
Total	9,704	+19	+939
	Apr. 1-20 1955	Mar. 1955	Apr. 1954
Av. Cash Reserves: Cash Res.	797	805	869
Ratio to Cdn. Dep. Liab.	8.3%	8.6%	10.1%

Mtl. Loco. Board Finally Elected

MONTREAL (Staff)—A new board of directors for Montreal Locomotive Works Ltd. was finally elected at the adjourned annual meeting. It includes four newcomers, elected to fill vacancies created by the resignations of two directors and two others who would not stand for re-election.

The meeting was first convened late in March. But it was adjourned after Chairman Perry T. Egbert said he was not prepared to make his suggestions regarding constitution of the board at that time.

Re-elected are P. T. Egbert, J. E. L. Duquet, W. G. Miller, W. S. Morris, W. J. Niles, Rhys M. Sale and Colin W. Webster. The four new additions are P. M. Fox, president of St. Lawrence Corp.; J. G. Notman, president of Canadair Ltd.; J. R. Timmins, president of Hollinger Consolidated Gold Mines; and W. D. Leggett, Jr., vice-president of Alco Products Inc. (formerly American Locomotive Co.).

The two directors who resigned following declaration of Montreal Locomotive's special $9 dividend were F. D. Chapman and R. O. Johnson. Their action was regarded as a protest against the dividend. The two who did not stand for re-election—M. W. Mackenzie and W. A. Arbuckle—were reported to have done so for similar reasons.

COMPANY REPORTS

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

Beverages

NORTHWEST BREWING CO., Edmonton, net profit of $295,442 for 1954 was 10.4% higher than 1953 net of $267,512.

Beer sales throughout most of Canada showed a decrease during 1954, but in Alberta this was accentuated by strikes in the beverage rooms in the major cities of the province.

Additions to fixed assets amounted to $71,361.

INCOME ACCOUNT

Years Ended Dec. 31:	1954	1953
Net sales	$2,510,899	$2,7[illegible],772
Net earnings	663,988	614,2[illegible]3
Taxes	249,269	246,185
Net profit & surp.	295,442	267,512
Earnings per Share and Dividend Record:		
Common	$1.64	$1.49
None paid.		

CONDENSED BALANCE SHEET

As at Dec. 31:	1954	1953
Cash	$12,296	$115,461
Accts., etc., rec.	282,978	328,439
Collateral notes	100,000	.....
Demand notes	400,000	.....
Inventories	187,958	216,009
Total curr. assets	983,232	659,909
Prep. exp.	13,024	19,539
Investments	8,204	11,517
Fixed assets	1,089,878	1,124,053
Goodwill	357,814	357,814
Total assets	2,452,152	2,173,832
Total curr. liab.	226,630	243,752
Capital stock	900,000	900,000
Surplus	1,325,522	1,030,080
After depr. of	834,678	719,142
Incl. in curr. assets in co's report.		
Working capital	756,603	416,157
Conting. liab.: Bank guar.	35,500	46,396

Cons. Paper Notches Record First Quarter

MONTREAL (Staff)—Consolidated Paper Corp.'s first quarter net earnings were a record high for that period of the year, up 8% from the fourth quarter of 1954.

Reporting this at the annual meeting, President G. M. Hobart said the immediate newsprint outlook is good, with all indications pointing to a continued high level of activity in the U. S., Consolidated's major market.

President Hobart was also optimistic on the longer-term picture. In the U.S., he noted, newsprint consumption depends more on the increase of household formation than the rate of population increase. It's been predicted that household formation will rise by over 800,000 per year in the 1960s, with almost every new household meaning a new newspaper subscriber. Meanwhile, the increase in U.S. newsprint demand will probably depend on higher advertising and editorial content of newspapers, rather than increased circulation, he felt.

In other countries—where increased newsprint consumption is linked to increased industrialization and prosperity—it's now expected that the rate of consumption gain will be twice as great as in North America. Hobart cited one British forecast of a 47% consumption gain in the U.K. in the next 10 years, against 36% in Canada, and 25% in the U.S.

The original capacity of Consolidated's mills has now been increased by over 180,000 tons a year through technological improvements. A further 100,000 tons will be added within the next few years. New steam generating plants will be built at two mills, while much ancillary equipment and some buildings will be added.

"In addition to the improvements and expansion planned," he said, "future growth, which is a primary concern of management, should also come from the development of by-products and the higher percentage of wood utilization through augmented research facilities, as well as by the exploitation of other natural resources available."

He reported that a device for simultaneously cleaning and deaerating pulp has now been perfected and patented. Main advantages are improving quality of newsprint by removing dirt and improving sheet formation, while others include reduction in steam consumption and improved paper machine efficiency.

LATEST REPORT SHOWING LIST OF SECURITIES HELD SENT ON REQUEST

CORPORATE INVESTORS LIMITED
DEPENDABLE
1931

A BALANCED INVESTMENT FUND

Mackellar Securities
LIMITED

Mackellar Bldg., 25 Melinda St.
TORONTO

Without obligation please send me latest report of Corporate Investors
NAME ....
ADDRESS ....

DISTRIBUTORS WANTED

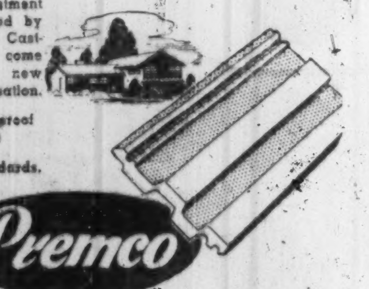
To Introduce for the First Time to Towns and Cities in Canada

Canadian dealers given exclusive territory for this new advanced automatic tile casting machine. Pre-casts a beautiful lifetime roof unsurpassed by any type of roofing—in varied colors as desired, to compete in cost with conventional type products.

Making money with this machine takes only a small investment on your part . . . secured by purchase of Premco Tile Casting Machine. A dream come true - Premco Tile. The new and proven roofing sensation.

Lifetime Beauty - Waterproof
Fireproof - Permanent

Meets all housing standards.



Premco

. . . A NEW AUTOMATIC PRE-CASTING MACHINE

for Casting Tile, Roofing and Siding from concrete or light-weight aggregates.

SAVES UP to 50% On Labor Costs!

With this machine properly installed you can sell your products on a competitive price assuring profitable operation.

"A Lifetime product guaranteeing you a lifetime business of your own!"

Premco

PRE-CASTING MACHINERY CORPORATION
Box 18
LETHBRIDGE, ALBERTA

MAIL TODAY

Please send me complete information on Premco TILE Casting Distributor plan.
NAME ....
ADDRESS ....
CITY ....

"We would heartily recommend a Stran-Steel® building to anyone . . ."

says J. F. McMahon,
President and General Manager,
Vancouver Aircraft Sales Ltd., Vancouver, B. C.

"We would like to express our complete satisfaction with our new Stran-Steel hangar," writes Mr. McMahon of the Long-Span 60' x 64' that houses his company's light aircraft sales and repair business.

"It has been of particular advantage to us to utilize a Long-Span for several reasons . . . economy of maintenance, and the ease with which the building can be extended," Mr. McMahon continues. Ease of expansion is especially important to him, as it is to so many Canadian industries whose businesses are growing rapidly.

Mr. McMahon closes his letter with "We would heartily recommend a Stran-Steel building to anyone requiring similar facilities."

Some interesting facts about this building are that it was erected — completely — in four weeks. A clear 40' door opening is provided by self-supporting truss in the endwall. The front section of the building contains a sales office and parts repair shop.

If you are planning either a new building or an addition to an existing one, call the Stran-Steel distributor nearest you. Check with him on the advantages that the Stran-Steel Long-Span 50' or 60' and the Stran-Steel Rigid-Frame 40' offer you:

- Complete erection and adaptation service available through authorized distributors and dealers.
- Permanent all-steel construction with high-quality galvanized sheets.
- Stran-Steel NAILABLE framing members.
- Fast, easy erection at low cost per square foot.
- Ease of insulation and adaptability to your specifications.
- Sliding and walk-in doors, sash, louvers, and other accessories available with building.

Call or write your nearest distributor for detailed information.

Rigid-Frame 40' — Rigid-Frame 40' Multiple — Long-Span 50' or 60' — Long-Span 50' or 60' Multiple

QUEBEC STEEL STRUCTURES
Montreal, Quebec

MACON SUPPLY CO. LTD.
Vancouver, B.C.

STEEL STRUCTURES & BUILDING PRODUCTS LTD.
Lethbridge, Alberta

HIGH-TENSILE STEEL BUILDINGS LTD.
Hamilton, Ontario

MAPLE LEAF DISTRIBUTORS LTD.
Winnipeg, Manitoba

Distributors for
Stran-Steel Division
GREAT LAKES STEEL CORPORATION
A Unit of
NATIONAL STEEL CORPORATION

Sole Distributors

FOR

QUEBEC, NEW BRUNSWICK, NOVA SCOTIA
PRINCE EDWARD ISLAND and NEWFOUNDLAND

For Information, Write, Wire or Phone . . .

Quebec Steel Structures Co.

6999 Cote des Neiges

Montreal 26, Que. — REgent 1-2721

ARE YOUR MAILINGS CREATING THE RIGHT FIRST IMPRESSION?

With fifty successful years in providing the right envelopes for every purpose, we at Dominion Envelope know we can assist you in every way in creating that first favourable impression through the mails. A good example is our Twin Seam envelope for direct mail which provides 2 unbroken printing surfaces; in use it has already proved to increase returns by 30%-40%. Why not call today—we will be glad to discuss your needs.

DOMINION ENVELOPE COMPANY LIMITED

TORONTO MONTREAL WINNIPEG

Here's Line-Up For Freight War

Railways, Truckers Wait Ottawa Starting Whistle

A clean-sweeping wind of revolutionary change is whisking through Canada's $1,250 million rail and truck freighting industry.

It probably will stir up these results:

—Decision by Federal Government to allow railways a much freer hand in setting special low agreed rail freight charges.

—Following that, a rapid succession of new agreed charges.

—Major relocation within the $300 million for-hire trucking industry to meet resultant much tougher rail competition.

—Emphasis by railways on continued improvement in freight services to combat competitive counter attack by truckers.

—A substantially lower rail and truck freight rate structure which will mean savings for almost every Canadian shipper and consumer.

There's another possible result envisioned by worried truckers. Some think an "onslaught" of agreed charges will deliver such a competitive wallop that the trucking industry will never fully recover. Others disagree, but say agreed charges will radically alter the trucking picture.

New Transportation Era?

Thus a new transportation era may be dawning.

Its appearance depends upon whether Federal Government accepts and implements the royal commission recommendation that railways be given a much freer hand in negotiating agreed charges.

The betting—even among truckers—is that it will. The question: How soon?

The handwriting of toughening freight competition has been on the wall for some months. It's been particularly evident in fairly successful rail efforts to win back some of the rich Montreal-Toronto-Hamilton traffic which was lost following the war.

It has shown up elsewhere in the negotiation of agreed charges and their approval by the present prolonged process. This has been most evident in the auto industry, where even Chrysler—previously a holdout—has signed an agreed charge.

After the war, the fast-expanding truckers grabbed railway business in great handfuls. They offered attractive rates, more personalized service, door-to-door transport.

A trucking executive told The Post: "It used to be that a lot of rail freight service was pretty poor stuff. But the railways have smartened up. They've cut their rates and greatly improved their service."

And more freedom to make agreed charge deals would allow the railways to speed this trend.

The agreed charge is a powerful competitive weapon. It's a rail-shipper deal by which the shipper agrees to ship by rail a certain percentage of his product going to specified areas. In return, he gets a special low rate which his competitors don't enjoy unless they too sign an agreed charge.

Chrysler Example

The fact that Chrysler has been wooed successfully by an agreed charge — Ford and General Motors signed earlier — is mute evidence of the power of this railway drive for much-needed freight.

Not long ago Chrysler was sending all its cars west by auto transport. Since Ford and GM had agreed charges, Chrysler couldn't ship by rail as cheaply as its major competitors. Under duress, truckers were matching the low rail rates on cars.

Now the pressure has proved too much for both Chrysler and the truckers. Chrysler must ship as cheaply as possible if it hopes to improve its position in the fiercely competitive auto sales race.

Truckers are sure that once railways get the power to sign agreed charges without red tape, hundreds — maybe thousands — of such contracts will result

What will happen to trucking? These are the probabilities:

—Many of the smaller truckers will be squeezed out. There'll be a trend to bigger, efficiently run trucking fleets operating on small profit margins.

—Truckers will aim to diversify. They'll go looking for "side road runs" where rail competition is less effective.

—Operators likely will press for less rate regulation at the provincial level. This may hurt some truckers but it will make possible more flexible rate-setting.

—The emphasis will be on efficiency. Wide use of two-way radio, speedy urban pickup and delivery by small trucks which connect with the big long-distance semi-trailers, much more extensive driver sleeping and eating facilities—these look part of the future for trucking.

All this means the shoe is on the other foot.

After the war it was the truckers who forced the railways to boost efficiency and cut rates; now it's the other way around.

The truckers, although they feel there are elements of unfairness in agreed charges, aren't crying. Most are buckling down to what looks like a tough job.

We offer:

The Municipality of
Metropolitan Toronto

3½% Sinking Fund Debentures
(Non-Callable)

To be dated May 2nd, 1955 To mature May 2nd, 1975

PRICE: 99.50 to yield 3.54%

Descriptive circular available upon request

DOMINION SECURITIES GRPN. LIMITED

Underwriters and Distributors of Investment Securities since 1901

Toronto Montreal New York London, Eng. Winnipeg Calgary Vancouver Victoria London Kitchener Brantford Hamilton Ottawa Quebec Halifax Saint John

50 King Street West, Toronto

SWIMMING POOLS

RESIDENTIAL — COMMUNITY PROJECTS

Gunite concrete pools, individually designed and built to any shape or size desired, complete with properly engineered filtration equipment. We build only safe, vertical walled pools with smooth finish, rounded corners and graduated depth.

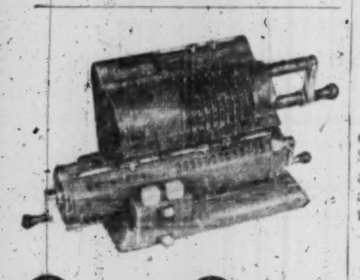
For complete details write or phone

OAKVILLE CUSTOM POOLS LIMITED

Swimming Pool and Filtration Specialists

BOX 223, OAKVILLE, ONTARIO

Oakville—Victor 5-2719 Toronto—CHerry 4-1892



ORIGINAL-ODHNER

LOW COST — HIGH EFFICIENCY

The Original-Odhner is so low priced that it is possible for everybody to buy one. The purchasing and operating costs cannot be compared with the usefulness it brings to its operator. The Original-Odhner has an incomparably long life thanks to precision construction and choice of the finest Swedish raw material. It is, therefore, an economy for all.

MODEL 127 $120.00

THOMAS & CORNEY TYPEWRITERS LIMITED

88 ADELAIDE ST. WEST

TORONTO, ONT.

How One Firm Gets Ready

Kingsway Goes For Volume-Efficiency Pattern

When Kingsway Transports Ltd. opened a new million dollar truck terminal west of Toronto—the company's 18th since the war—people in the business knew it meant two things:

—One of Canada's fastest-growing highway transport companies was still expanding.

—In interurban trucking, you've got to keep moving to stay alive.

There's plenty of competition for truckers from within their own industry. And a lot more from the railways, which are likely to increase the competitive pressure in the near future.

The results: Truckers who are expanding are those with an eye for good investments in improved efficiency, better customer service, higher traffic volume. If you're content to stand still, you're in trouble.

Thus the pattern for the future of interurban trucking is one of change and improvement, accompanied by increasing capital investment.

The transition of highway transport from carefree infant to hard-competing giant is easily visible in the industry's major aspects.

The traditional devil-may-care driver is a fiction. The men who manhandle the big semi-trailers are usually well-tested specialists.

The executive who keeps his rough-and-ready accounting system in his hip pocket is a myth, too. Today's successful trucking business leader knows that competition calls for precise business methods.

And the big terminal layout also is a sign of the times: It allows big-volume, high-efficiency operation.

Kingsway's Toronto terminal stands as a model of its kind.

It's in the suburbs away from the expensive wear and tear of downtown traffic. Yet it's close to major through-traffic arteries—the four-lane Queen Elizabeth Way from Toronto to Hamilton and the almost-completed four-lane Toronto bypass.

There's plenty of room for loading, unloading, trans-shipment. The main terminal has a dock area measuring 240 by 70 ft. There are 40 loading doors.

Can Be Extended

Room for expansion is available. Kingsway owns property totaling more than 600,000 sq. ft. at the terminal site, has developed less than half that area.

Trans-shipment from local small delivery trucks to the big highway units — an increasingly important segment of trucking—is made easy. The north side of the main terminal serves local delivery trucks, the south side handles the highway trucks. Full length canopies shelter both areas.

A nearby all-purpose garage means quick repairs. The presence of executive offices, billing and tracing departments, and teletype equipment, results in fully integrated operation in one location.

Sign of the changing times in the industry is provision at the terminal of driver sleeping quarters to accommodate 72 men at one time, six to a room in double-decker bunks. There are also shower and lounge rooms.

These driver facilities do two things:

—Save through drivers the time and expense of finding accommodation.

—Ensure that drivers get the sleep periods ordered by the company. This is a key safety measure — a tired or sleepy driver at the wheel of a huge transport is a major public menace.

The Toronto terminal is only part of Kingsway's ultra-modern operation. The company has 900 highway units serving 18 terminals. Before it started traffic flowing through the Toronto terminal in the last half of 1954, its newest terminal was a compact layout beside a free-flowing traffic artery only eight miles from the Lincoln tunnel in New York City.

A subsidiary of Canada Steamship Lines, Kingsway's head office is in Montreal. Its lines radiate to major distribution centres like Toronto, Hamilton, Ottawa, Sherbrooke, Quebec City, Niagara Falls, Windsor, Detroit, New York.

Formula for Success

What's the formula for trucking success amid today's frantic competition?

Says Vice-President and General Manager John W. McGiffin:

"Good service is all-important. We set and maintain strict standards of operation.

"First step was to put strong emphasis on driver selection and training. That, and application of preventive maintenance to first-class equipment, is what yields safe and reliable service.

"Highway drivers . . . have to undergo rigid examinations, not only physical and optical but also from the point of character and habits. They have a very big responsibility . . ."

Development of executives to staff expansion is another necessity.

After May 1st our Montreal Office will be located at Suite 304 Canada Building 455 Craig St. West

New Telephone Number—University 6-5305

Cradock Securities Limited

170 BAY STREET, TORONTO—EMPIRE 3-4236

Members: Toronto Stock Exchange • Montreal Stock Exchange Canadian Stock Exchange

MONTREAL: 455 CRAIG ST. WEST—UNIVERSITY 6-5305

FORMOSA and the AIRCRAFT STOCKS

AIR POWER, as the key to U. S. military strength, again makes the headlines as international tensions mount. Two years ago in this column, the Value Line Survey said:

"The Aircraft Manufacturing industry is likely to be one of the bright spots on the economic scene in 1954. Never before has the industry had such assurances of sustained high production under conditions predictable so far into the future."

The aircraft stocks were then shown by the objective Value Line Ratings to be radically underpriced. Since then they have more than doubled in price.

Now what of the aircrafts? To what extent have the recent high prices discounted the long favorable earning and dividend rates? And how will each company be affected by renegotiation, emphasis on newer planes and guided missiles, cutbacks on older models? Every investor should see the new 64-page edition of Value Line Ratings & Reports which analyzes current and long-term trends in the aircraft industry, gives a full-page analysis of each company, shows which stocks are still underpriced and which are now overpriced.

SPECIAL: You are invited to receive this 64-page issue covering Aircraft, Airline, Automobile, Truck and Agricultural Equipment stocks at no extra charge under this Special Introductory Offer. In addition, you will receive in the next 4 weeks new reports on over 200 major stocks and 14 industries to guide you to safer and more profitable investing in 1955. This issue analyzes 43 stocks, including:

Boeing	General Motors	United Aircraft	American Airlines
Douglas	Chrysler	General Dynamics	Eastern Air Lines
Martin	Lockheed	American Motors	Pan Amer. Airways
Grumman	Bell Aircraft	Fairchild Engine	Studebaker-Packard
TWA	Curtiss-Wright	Int'l Harvester	No. Amer. Aviation
Deere	Republic Av.	United Air Lines	and 20 others

$5 INTRODUCTORY OFFER*

Includes 4 weekly editions of the Value Line Survey—**with a full-page Rating & Report on each of 200 stocks and 14 industries.** It includes also a new Special Situation Recommendation, Supervised Account Report, 2 Fortnightly Commentaries, and 4 Weekly Supplements. (Annual subscription $120.)

BONUS: You will also receive under this Special Offer at no extra charge the new 12-page Summary-Index giving current Value Line advices, yields and future price expectancies **on all 700 stocks** under supervision.

**New subscribers only.*

Name ....

Address ....

City .... *Zone* .... *State* ....

The Value Line Survey is now used by over 13,000 individual and institutional subscribers throughout the world, including banks, trust companies, insurance companies and universities.

Send $5 to Dept. FP-7

THE VALUE LINE

INVESTMENT SURVEY

Published by ARNOLD BERNHARD & Co., Inc.

THE VALUE LINE SURVEY BUILDING

5 EAST 44TH STREET, NEW YORK 17, N. Y.

How Honeywell Customized Temperature Control helps you

learn about your business from a school

Why Honeywell Customized Temperature Control is a modern answer for all types of modern buildings.

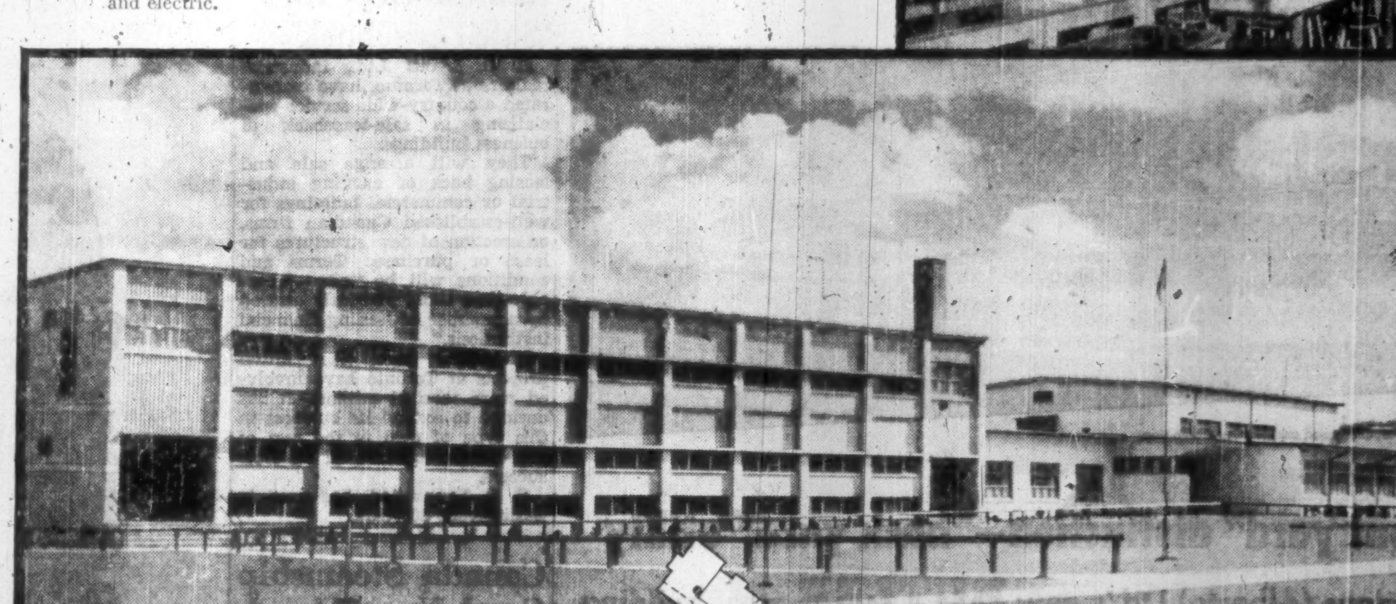
Providing complete comfort in a genuinely modern building presents no real difficulty if you approach your problem with genuinely modern control thinking—Honeywell Customized Temperature Control.

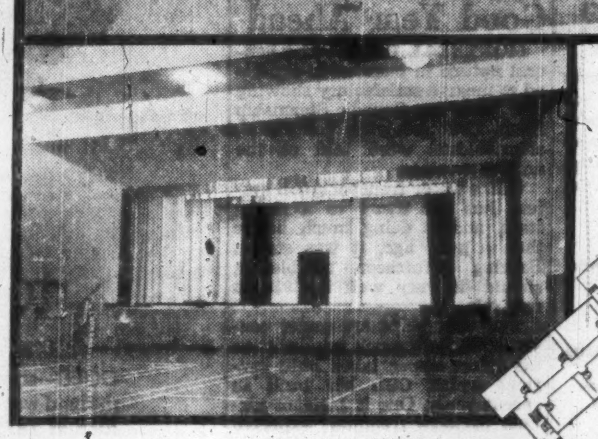
A good case in point, which illustrates how to insure proper control of indoor weather, is the Trafalgar Elementary School in Vancouver, B.C. Strategically placed Honeywell thermostats (see floor plan) compensate for every possible occupancy, exposure and use comfort factor. In doing so, they help make students more alert—and make possible better learning.

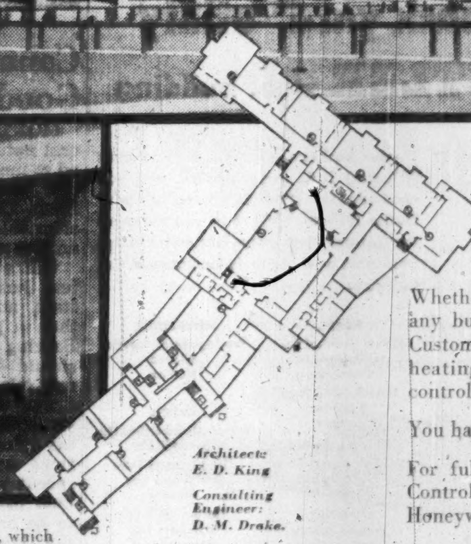
The techniques used in the Trafalgar school can help you provide the Indoor Weather required for your facilities—for a Honeywell Customized Temperature Control installation is *designed to fit the needs of the building and its occupants.* This applies not only to heating and cooling, ventilating and humidity control, but to industrial control as well.

Only Honeywell can provide true "Customized" control, because only Honeywell manufactures all three types of controls—electronic, pneumatic and electric.

Exposure and occupancy comfort factors are the big control problems in classrooms where the aim is to keep children attentive. The generous use of glass makes the heating load vary greatly because solar radiation varies. How many students are in a room—and this varies, too—is quite important in determining the heating load. But with a thermostat in each classroom, control is precise—and students and teachers are always alert.







The "use" factor is the biggest problem in the gymnasium, which doubles as an auditorium for school and community activities. Sometimes there will be hundreds of people attending a concert—other times just a few students practising basketball. Honeywell Customized Temperature Control easily met this problem here, as well as variants of the "use" problem found in the school's library, artroom and lunchroom.

Architect: E. D. King

Consulting Engineer: D. M. Drake.

General Contractor: Commonwealth Construction Co., Ltd.

For comfortable, more productive temperature in new or existing buildings—of any size—Specify Honeywell Customized Temperature Control.

Whether it's a school, office, motel, hospital, factory—any building of any size—new or existing, Honeywell Customized Temperature Control can help meet your heating, ventilating, air conditioning and industrial control problems.

You have more comfort and efficiency, and save fuel, too.

For full facts on Honeywell Customized Temperature Control, call your local Honeywell office. Or write: Honeywell, Dept. FP5, Leaside, Toronto 17, Ontario.

Progressive school boards and leading educators agree that level temperatures, adequate fresh air and proper humidity are all essential for student alertness. Today, in hundreds of schools, Honeywell Customized Temperature Control systems are providing ideal comfort conditions for thousands of students.

MINNEAPOLIS-HONEYWELL REGULATOR CO. LTD.,
Dept. FP5, Leaside, Toronto 17, Ontario.

Gentlemen: I am interested in learning more about Customized Temperature Control for building.

Name ....

Firm Name ....

Address ....

City .... *Prov.* ....

MINNEAPOLIS Honeywell

CUSTOMIZED TEMPERATURE CONTROL

First in Controls

consultation

With an authority on business insurance and estate programming will place you under

no obligation

and may prove invaluable in protecting your personal and business interests against unforeseen difficulties.

DAVID A. DONALDSON C.L.U.

The London Life Insurance Company
25 KING ST. W., TORONTO
EM. 6-9403

THE LABOR ROUNDUP

By JACK McARTHUR

Will Labor Buy The CCF?

CCL In Ontario Plans A Selling Job On Socialism

With an Ontario general election set for June 9, the province's CCL unions this week were speeding their political action pace and adding fuel to an old argument.

The CCF was happy because all CCL's official energies will be aimed at the election of CCF nominees. With only two members in a 90-member house, the Socialist party needed all the aid available.

The argument: is it smart to back one party and antagonize the others? Labor wants a sympathetic hearing from all members and all parties.

It appears the CCL in Ontario will make its strongest effort yet to elect CCFers. CCL unions may provide as many as 20 full-time people to work for the CCF.

CCL expects to speed the formation of political action committees in union locals. There'll be scattered co-operation with TLC unions, where such locals have forsaken traditional TLC neutralism in politics.

Many CCL locals are contributing to a political action fund, being collected on a voluntary basis. Sturdiest backers of the CCF are the Auto Workers, Steel Workers and Packinghouse Workers.

CCL says it's finding increasing enthusiasm among its members for direct intervention in politics, getting more requests for speakers and material.

There's little argument within the CCL about political action. But there's a difference between spending money for specific candidates and specific objectives and tying yourself almost irrevocably to one party. This latter is what CCL has done.

And it's the ground on which the argument will be rehashed in Ontario as the campaign intensifies.

There's no particular reason to believe the CCL in Ontario will retreat from its firm stand for the CCF. In fact, such a move would be almost impossible.

CCL Equals CCF

The leadership of the CCF and CCL—both provincially and locally—is so tightly interlocked that it's almost true to say that the CCL is the CCF (although this isn't so true in other provinces).

It's obvious from past election performance that many Ontario workers are content to follow their CCL leaders in labor matters but ignore their urgings in politics.

The CCL is beginning a major effort to line up these workers for the CCF. No impartial observer expects the CCF to win the Ontario election but many a careful eye will be cocked for an indication of the success — or otherwise — of the CCL drive to mobilize labor for the CCF.

If it fails, as it did in the last election, CCL locals may begin to lose enthusiasm for the CCF connection. If it succeeds, there'll be heavy pressure on TLC unions to get into the political action swim.

* * *

How To Develop Executive Ability

Fortune Magazine's Perrin Stryker thinks the "human relations" approach to management is a dead end. He suggested to the Personnel Association of Toronto that the successful executive is not the man who always has everything running smoothly, but the man who gets things done.

His suggestions:

—Vertical conferences (of people from all management levels) can be useful in improving management technique.

—Executive development can be furthered by senior men actually helping subordinates with their jobs.

—Some companies aren't promoting executives until they're proved by on-the-job performance they can do the jobs for which they are candidates.

—Greatest essentials in a business executive are judgment and cultural education.

—Don't assume that all young men want to be managers or that the problems to be faced 10 years from now will be the same as today's.

—Don't get bogged down in the techniques of developing and appraising executives and forget to do the actual development job or to put teeth in the appraisal system.

* * *

Labor Briefs

A year-long dispute which once appeared close to a strike has been settled in Saskatchewan. The government-owned Saskatchewan Power Corporation has signed with the CIO-CCL Oil Workers International for twin wage boosts of about 4%, one effective Jan. 1, 1955, the other Sept. 1, 1955.

The fight was loaded with political overtones and a power-paralyzing strike would have been embarrassing to both parties. The dispute pitted a union committed to support the CCF against the nation's only CCF Provincial Government.

* * *

Labor troubles in New England textiles could ease competition a little for the Canadian industry. If this happens, the result could be a lessening of the possibility of widespread labor troubles here. Strike fears have been heightened by the toughening attitude of Canadian textile unions.

* * *

More comment on use of lawyers in labor matters. George S. P. Ferguson, management representative on Ontario Labor Relations Board said last week he approved the trend for unions to hire lawyers to give them expert advice. But he suggested that management not use lawyers in direct negotiations with unions. "I don't think an employee will negotiate as well if some lawyer he has never seen comes into the picture."

* * *

A study by the Federal Labor Department shows 1.54 million Canadian employees worked under company-union contract in 1953. Earlier: 1.5 million in 1952; 1.28 million in 1950; 996,000 in 1946. Almost 40% of all wage and salary workers in 1953 were covered by collective bargaining.

Percentage of union workers in each industry: transportation, storage and communication, 82.1%; mining, 73.7%; forestry, 67.1%; construction, 58.4%; manufacturing, 54.6%, public utilities, 47.2%; service, 12.6%; trade, 8.7%; finance, insurance and real estate, 1%.

Call Seaway Dyke Tenders

Ontario Hydro this week called for tenders to build the dykes around Cornwall, Ont., which will hold in the raised water level of St. Lawrence River when it becomes the Seaway.

Deadline on bids to build the protective barriers, which will consist of three million cu. yds. of compact earth fill, is May 24. The dykes are to be built in three sections, with completion date for the first set at Nov. 30, 1956 and the other two, Nov. 30, 1957.

The dykes will be put up on the north bank of the river in International Rapids section, about four miles west of Cornwall. Work consists of "all necessary clearing, grubbing, excavation, foundation preparation, and construction of dykes . . . including drainage layers and granular topping." About 990,000 cu. yds. must be excavated to prepare suitable foundations for the dykes, whose upstream faces will have a rock filter.

Maximum height of the barriers will be 75 ft.; they will be 455 ft. wide at the maximum base depth, with a top width of 35 ft.

Seaway dredging in International Rapids section, east of Cornwall also got under way this week. The project, which will mean full-time work for at least three dredges of Canadian Dredge & Dock Co. for the next two-and-a-half years, was delayed because soundings had not been completed.

Realtor Gets Into 'Sale-Leaseback'

S. E. Lyons Ltd., industrial realtors at Toronto, have inaugurated a country-wide service specializing in sale-leaseback of business buildings.

They will arrange sale and leasing back of existing industrial or commercial buildings for well-established Canadian firms, or erection of new structures for lease or purchase. Terms and conditions will be "more favorable than those presently offered by a number of leading financial institutions."

The firm states that initial projects at Toronto have involved more than $1 million. It has decided to extend its business in this type of deal to the rest of the country in view of its local success.

S. E. Lyons Ltd. has been in business for 30 years.

Canada Steamship Good Year Ahead

MONTREAL (Staff)—The general upturn in business is expected to mean a satisfactory showing this year for Canada Steamship Lines Ltd. group of companies, shareholders were told at the annual meeting.

CSL's water transportation system has got away to a flying start, and is doing much better than a year ago, it was stated. Barring unforeseen trouble, it should do very well in 1955, it was felt.

Two new ships are under construction, both much smaller than the great upper lakes bulk carriers which CSL has built in recent years. One is a steam turbine package freighter, expected to be among the fastest ships on the Great Lakes. The other is a diesel-powered canaler, expected to be very economical to operate.

CSL's truck transport company (Kingsway) continues to handle a large volume of business, it was stated. But because of rate cutting, it is not nearly as profitable as it was.

On the shipyard side of things, outlook is not good, the company reported. The industry appears headed for one of its periodic declines. The yards have some naval ships to build, but due to delays in processing, CSL cannot employ as many men as it should.

The company also reported that while it is impossible to forecast the volume of tourist trade, current bookings are good.

ANNOUNCEMENT

Huron & Erie-Canada Trust Appointments

J. P. COLLYER

W. H. CLARK

J. D. WILSON

The Huron & Erie Mortgage Corporation and The Canada Trust Company announce the appointments of three senior officers.

J. P. Collyer is appointed assistant general manager at Head Office, retaining his present position as secretary.

W. H. Clark is appointed assistant general manager (Toronto area). Mr. Clark has been latterly manager of the Toronto office and most recently executive supervisor (Toronto area).

J. D. Wilson, manager, Vancouver since 1952, is appointed assistant general manager for British Columbia, retaining his position as manager of the Vancouver office.

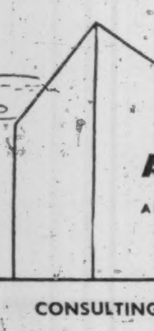
PROFESSIONAL ENGINEERING AND ARCHITECTURAL SERVICES

for the complete design and supervision of construction of.

INDUSTRIAL AND COMMERCIAL PROJECTS

Architectural Design—building layout, elevations, coordinated with:

Engineering Design—site investigations; site services and facilities; plant operational studies and layout; manufacturing processes; structural design; plumbing, drainage and fire protection; heating, ventilating and air conditioning; steam and electrical power; communications and illumination.



A. D. MARGISON AND ASSOCIATES LIMITED
30 EGLINTON AVENUE EAST, TORONTO

CONSULTING PROFESSIONAL ENGINEERS
Investigations • Reports • Design • Supervision

Designed by Dewar, Stevenson and Stanley, Edmonton

"Front yard" distinction—"back yard" utility

in R. Angus (Alberta) Ltd.'s new BUTLER steel building

Effective use of space, combined with rigid-frame strength, is the design keynote of the new Butler steel building of R. Angus (Alberta) Ltd., industrial engine distributor at Edmonton, Alberta. From the front, the building is modern, attractive, functional . . . with "front yard" styling. From the sides and rear, it is designed for strength and all-around utility . . . with "back yard" practicality. And on the inside, all services are coordinated into a well-planned, well-organized base of operations for this expanding distributorship.

Butler rigid-frame construction provides ample strength for the 5-ton overhead crane that serves the 60 by 70-foot service and warehouse area. The rigid frame also supports the second floor deck over the front display room and offices.

This "upstairs" space at R. Angus (Alberta) Ltd., is extremely useful and convenient for bulk storage of service parts. Rigid-frame construction helps support second-floor weight. Engines are stored, moved, serviced and tested, with plenty of room for every operation, in the well-lighted, conveniently arranged clear-span service and warehouse area, "downstairs."

If your business, like that of R. Angus (Alberta) Ltd., has expanded, and you need additional "room to grow," call your Butler Builder. He'll show you the quality features that make Butler buildings profitable working tools for business and industry.

Alberta
Oliver Chemical Co. Lethbridge Ltd. Lethbridge
Steel Building Sales & Service Calgary

British Columbia
Northern Asbestos and Construction Supplies Ltd. Vancouver

Manitoba
Midwest Mining Supplies Limited Flin Flon
Frank Lawson & Sons Ltd. Brandon
Steel Structures (Western) Ltd. Winnipeg

New Brunswick
H. M. Lennox Ltd. Moncton

Newfoundland
Provincial Constructors Ltd. Corner Brook
F. M. O'Leary Limited St. John's

Nova Scotia
Pre-Engineered Supplies Limited Halifax

Ontario
Barnett-McQueen Co., Ltd. Fort William
Steel Building Sales and Supply Ltd. Toronto
The George Taylor Hardware Ltd. New Liskeard

Quebec
Pre-Engineered Steel Buildings Dorval Station
Taylor Hardware (Quebec) Ltd. Noranda and Val D'Or

Saskatchewan
Lavold's Ltd. Lloydminster
Western Tractor & Equipment Co., Ltd. Regina & Saskatchewan

BUTLER

BUTLER PAN-AMERICA COMPANY
(A Wholly Owned Subsidiary of Butler Manufacturing Company)
Oil Equipment • Steel Buildings • Farm Equipment
Dry Cleaners Equipment • Special Products

Call your nearest BUTLER Builder now . . . let him help you plan before you build!

"EXPORT"
CANADA'S FINEST CIGARETTE

Gypsum, Lime and Alabastine, Canada, Limited

are pleased to announce the purchase of the assets of

PACIFIC LIME COMPANY LIMITED

Already the largest producers of lime for sale in Canada, this move permits us to extend our services to the paper, steel and chemical industry in British Columbia. Our associations of many years with the Construction industry and our experience in the manufacture of lime for the building trade will be used to increase the service offered in this field.

This expansion demonstrates our confidence in the continued growth and development of Industry on the West Coast. As a wholly-owned Canadian company we plan to play our part in this Industrial future in British Columbia.

GYPSUM, LIME AND ALABASTINE, CANADA, LIMITED
TORONTO 5, ONTARIO

GYPSUM PLANTS
Montreal, Que.
Caledonia, Ont.
Winnipeg, Man.
Calgary, Alta.
New Westminster, B.C.

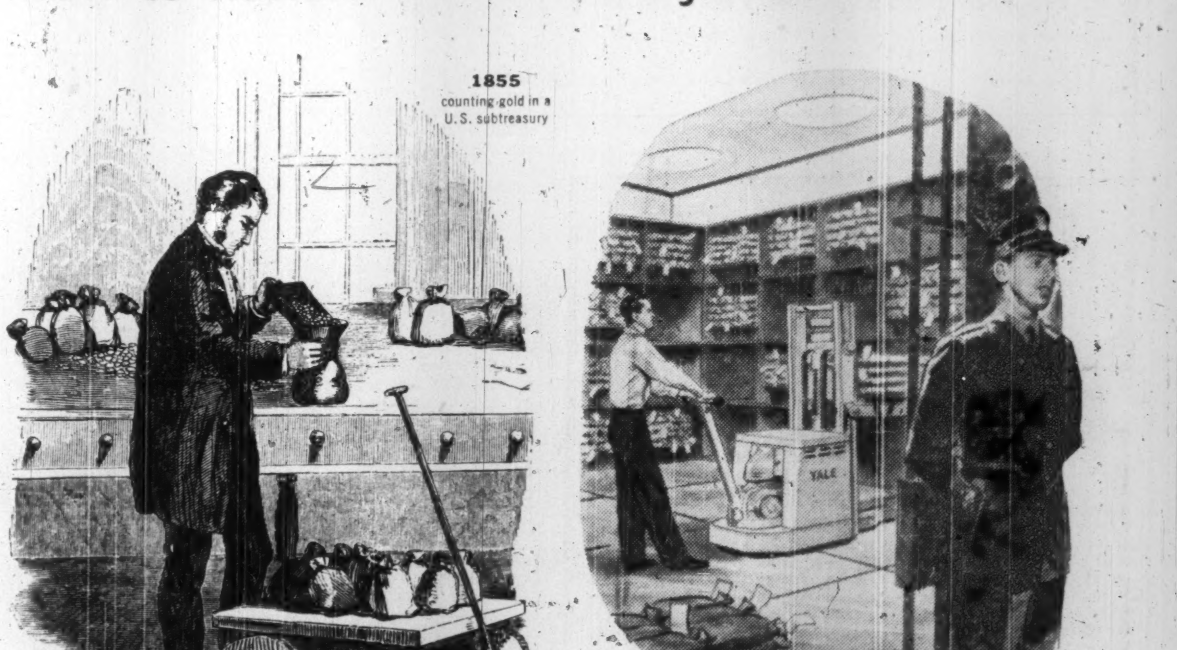
LIME PLANTS
Joliette, Que.
St. Marc, Que.
Beachville, Ont.
Hespeler, Ont.
Milton, Ont.
Vancouver, B.C.
Blubber Bay, B.C.

SAND LIME BRICK
Montreal, Que.

INSULATION PLANTS
Caledonia, Ont.
Calgary, Alta.

19

In 100 years . . . banks have learned how to handle more money with less work



and industry has learned how to handle more work with less money

GOLD—and all other materials—were still being handled the hard way when YALE first opened its doors to business back in 1875. Ever since, YALE has taken the lead in showing industry how to move materials of every sort faster, better . . . and spend less doing it.

Through constant attention to industry's needs for modern handling techniques, and by supplying Industrial Trucks and Hoists in types and capacities to fill every need, YALE slashes handling costs that often come to one-third of total operating expenses.

To cost-conscious management, this means money in the bank — or money that can be put to work for other operating purposes. To give management an added measure of control over capital expenditures, YALE leases its equipment under the lowest-cost plan in the industry. For detailed information, send coupon today.

Mechanize Handling, minimize costs with

YALE*

INDUSTRIAL LIFT TRUCKS AND HOISTS

*Registered Trade Mark

MAIL THIS COUPON TODAY
The YALE & TOWNE Manufacturing Co., Dept. 775
St. Catharines, Ontario, Canada
Please send me without delay:
☐ Standard Performance Data Study.
☐ Details of the YALE Leasing Plan.
Company
Name Title
Street City Province

ANNOUNCEMENT

F. G. HALL

W. D. C. MACKENZIE

At the annual general meeting of Imperial Oil shareholders, F. G. Hall, vice-president and director, retired after 43 years of service. W. D. C. Mackenzie of Calgary was elected a director to fill the vacancy created by Mr. Hall's retirement. Frank Hall, a native of Toronto, started with Imperial as an office boy in 1912, became general sales manager and a director in 1945 and has been a vice-president since 1948. Don Mackenzie, born in Macleod, Alta., joined Imperial after graduating from the University of Alberta in mining engineering in 1935. He has been manager of the western division of Imperial's producing department with headquarters in Calgary.

Thrift Stores Issues Finance New Warehouse

MONTREAL (Staff) — Thrift Stores Ltd. will likely float a new first mortgage bond issue shortly, it's understood. Proceeds, along with those from an offering of common shares also to be made, will finance a $2.5-million warehouse the company is building in Montreal.

The bond issue, $1.3 million, will be out within the next month. Coupon rate is still to be set, but the issue will likely consist of serial bonds.

The common stock offering, if fully taken up, will also yield about $1.3 million. Shareholders of record June 1 will be offered one new share at $29 for each five already held, with the rights to expire July 5.

Early in 1954, Thrift bought a large block of land in Northwest Montreal, to be used for a new warehouse and office building. This will replace the existing one, which is to be sold, it's understood.

JOHN H. SHIPLEY

has been elected a director, Canadian Industries (1954) Ltd. He is responsible for company's research and development program.

Weston Denies Some Rumors And Stock Slides $5 a Share

Some of the speculative fervor behind recent market buying of George Weston Ltd. common was lacking this week following the disclosure by Chairman W. Garfield Weston that no big change in the company setup was planned.

The stock had recently risen as high as $92 a share, compared with a low this year of $55 and a low in 1954 of $34½. Street rumors had suggested the company was planning a complete consolidation of all its operations which would show much higher earnings and possibly a new holding company setup. (The Financial Post, April 23.)

When the annual statement appeared recently showing only the normal type of consolidation, the stock slipped off to around $88 a share. Following the annual meeting last week, when Mr. Weston reported that "nothing is going on," it dipped as low as $81 and this week was around the $83 level.

Mr. Weston did point out at the meeting that the character of the company had changed. "The shares of George Weston Ltd. aren't just the shares of a biscuit company or bread company," he said. "It is actually a holding company for businesses which did a $550 million business in North America last year."

Company expects that 1955 will be better than 1954, President George C. Metcalf told the meeting. Plans for a new plant at Toronto have undergone changes, but it is expected that they will be completed shortly and that a start on construction will be made this year. Operation of the plants of Marven's Ltd., Moncton, and its subsidiary, acquired March 3, will continue under the present setup, and company expects to make Willard's Chocolates, also acquired recently, into a profitable subsidiary.

J. C. McMullen, head of Weston's U.S. operations, reported first quarter sales and earnings were a record, and that April appeared to have set a record too.

Mr. Weston attributed the recent rise in the market for the company's shares mainly to increased purchases of the stock by U. S. investment companies interested in capital appreciation. He didn't give any figures on the size of their holdings but he said "I'm sure that a great deal of the rise is due to buying of stock by this group as a long-term hold."

"One doesn't realize what one has built until someone outside draws it to your attention," he added. "The stock now has a following of interested and intelligent investors."

"Automatic" Sprinkler COMPANY OF CANADA, LTD. MONTREAL 15 QUEBEC

FIRE PROTECTION
DESIGNING
ENGINEERING
MANUFACTURING
INSTALLING

Halifax, Saint John, Ottawa, Toronto 1, Calgary, Vancouver

Equitable Securities Canada Limited

Members: The Investment Dealers' Association of Canada

announce the opening of a

Montreal Office

in the

Aldred Building, 507 Place d'Armes

Telephone: Avenue 8-6245

H. B. M. Connell
Resident Manager

J. R. South
Assistant Manager

Our practical experience of investments, real estate, tax problems and accounting assures you of an efficient and economical handling of your estate.

Consult our officers on your estate plans

THE TORONTO GENERAL TRUSTS CORPORATION

Head Office, 253 Bay Street, Toronto

Push For Gas Pipeline Now Enters Final Round

(Continued from page 1)

program for the months ahead. It's formidable.

Upon completion of purchase of Montreal gas, Tennessee Gas Transmission Co. in U.S. will apply to the Federal Power Commission for permission to export a greatly stepped-up flow of gas into Ontario for use in the new Toronto-Montreal market area (Trans-Canada has already completed a contract with Tennessee for this gas, the flow to be cut off once Alberta gas is available).

At the same time a stepped-up effort will be under way to close gas contracts with Ontario gas utilities.

If the FPC approval is forthcoming in time — and Trans-Canada does not foresee heavy opposition from U.S. sources — plans are to construct this year the 24-inch diameter, 370-mile pipeline extension from Sheridan on the western outskirts of Toronto to Montreal.

On the western scene several of the big gas suppliers will be re-approached to close purchase contracts on the basis of the new over-all program being worked out. Enough gas has been contracted for now to supply the Alberta - Winnipeg - Minneapolis market for the first two years of pipeline operation.

The gas contract with Northern Natural Gas of Omaha, Neb., for export of Canadian gas into the Minneapolis area will have to be re-negotiated. This contract was based on first gas delivery by next winter, now seen an impossibility.

Upon completion of contract re-negotiation and further clarification of the over-all pipeline financing program, Northern Natural Gas will be asked to seek FPC re-hearing on the standing gas import application. This hearing, which was deferred last January when Trans-Canada could not prove financeability of line, may not get under way again until next fall.

Washington Holds A Key

At the moment the FPC is looming as the No. 1 unpredictable factor in the all-Canada pipeline plan. Washington's approval is an essential key in this summer's construction of the eastern phase of the pipeline; its approval of gas import into Minnesota is the all-important key to construction next summer of the Alberta-to-Winnipeg section of the line.

Right now, main stress is on the eastern pipeline front — closing the Montreal gas utility purchase and arranging a satisfactory public financing deal in connection with the $30 million acquisition. A proposed $32 million financing program ($2 millions for working capital) is expected to take this form: $20 millions bank loan and $12 millions of equity made up of $4 million 6% debentures convertible into preferred, $6 million 5½% debentures convertible into common and $2 millions in common at $10 a share.

The proposed pipeline extension to the Montreal market would pass through a number of important urban markets with a total population of between 400,000 and 500,000, such as Kingston, Belleville, Trenton, Oshawa, Ottawa, etc. Several newly created gas distribution companies are now competing for some of these franchises.

The two gas sales contracts already closed (Northern Natural Gas and Union Gas. Co. of Canada) represent a minimum guaranteed take-or-pay revenue to Trans-Canada of $15.6 millions in the third year, or a probable revenue of $19.6 millions.

Besides this the company is close to agreement with three additional large distributors, A. P. Craig, vice-president in charge of sales, told the Board of Transport Commissioners at the recent Ottawa hearing.

These companies are: Consumers' Gas of Toronto, Winnipeg & Central Gas and Provincial Gas (Fort Erie). The three contracts involve a third year minimum take-or-pay revenue of $12.1 millions and a probable revenue of $16.8 millions.

At the same time negotiations are being pushed with these gas utilities: Saskatchewan Power Corp., Dominion Natural Gas, Northern Ontario Natural Gas, Interprovincial Utilities, Lakeland Natural Gas, Intercounty Natural Gas, Merchants Gas Co., and Twin City Gas Co.

The following large industrial companies with plants outside present franchise areas have also been approached: Canadian Industries 1954 Ltd., International Nickel, Falconbridge Mines, Abitibi Power & Paper, Dominion Tar & Chemicals, Canada Cement and Du Pont Co. of Canada.

MATANE, QUE. School Commission has sold $200,000 3-4% bonds due 1956-65 to Banque Canadienne Nationale and Florido Matteau at net cost of 4.07%. Provincial grant of $96,000. Net funded debt $706,000 at June 30, 1954, population 8,900.

ANNOUNCEMENT

HON. GASPARD FAUTEUX, P.C.

Lieutenant-Governor of the Province of Quebec, has been elected a director of United Asbestos Corporation Limited. Hon. Mr. Fauteux is also a director of Canadian Home Assurance Co., Jefferson Insurance Co., Bruck Mills Limited and other corporations.

United Asbestos, jointly with Lake Asbestos of Quebec Limited, subsidiary of American Smelting and Refining, is developing the extensive ore-bodies underlying Black Lake, Quebec.

Auto Production

CARS	Week Ending April 30	To Date
Chrysler	2,561	35,540
Ford	4,382	35,044
General Motors	4,057	66,282
Nash	77	759
Studebaker-Packard	200	3,772
Hudson	29	626
Totals	11,306	142,023
Previous Week	10,238	.....
TRUCKS		
Chrysler	367	2,280
Ford	1,310	6,883
General Motors	1,185	11,262
International	205	2,649
Studebaker-Packard	...	96
Totals	3,067	23,170
Previous Week	2,758	.....

These bonds having been sold privately, this advertisement appears as a matter of record only.

ADDITIONAL ISSUE

$3,000,000

Maritime Telegraph and Telephone Company
LIMITED

Twenty-Year First Mortgage Bonds

3¾% Series "I"

To be dated May 1, 1955 — To mature May 1, 1975

Principal, premium and semi-annual interest (May 1st and November 1st) payable in lawful money of Canada at Halifax, Montreal or Toronto, Canada.

W. C. Pitfield & Company Limited — Wood, Gundy & Company Limited

Invitation for Tenders to the Holders of

The Baltimore and Ohio Railroad Company

Refunding and General Mortgage Bonds

Series G, 5%, due December 1, 1995 — Series J, 6%, due December 1, 1995

Series K, 5%, due March 1, 2000

The Baltimore and Ohio Railroad Company has arranged for the sale, for the aggregate sum of $34,500,000, of certain securities pledged with the Trustee of the Company's Refunding and General Mortgage. In accordance with the terms of that Mortgage, this amount, when received, will be paid into the General Sinking Fund and held as a trust fund for application in retirement only of Refunding and General Mortgage Bonds, in such proportions of one or more series as the Company may determine.

Refunding and General Mortgage Bonds of each series presently outstanding are subject to redemption by operation of sinking funds on any fixed interest payment date at the principal amount thereof and unpaid interest accrued to the date fixed for redemption. Accordingly, any part of the Refunding and General Mortgage 5% Bonds, Series "G", due December 1, 1995, and any part of the Refunding and General Mortgage 6% Bonds, Series "J", due December 1, 1995, and any part of the Refunding and General Mortgage 5% Bonds, Series "K", due March 1, 2000, are subject to redemption for sinking fund purposes at par and accrued interest on December 1st, next, in the case of Series "G" and Series "J", and on September 1st, next, in the case of Series "K", provided, in each case, that notice is published once each week during the three calendar months preceding the redemption date.

In view of the above, The Baltimore and Ohio Railroad Company hereby invites tenders of the Refunding and General Mortgage 5% Bonds, Series "G", 6% Bonds, Series "J", and 5% Bonds, Series "K", at their principal amount, plus full interest as follows:

Series	Date to which interest will be paid	Amount of interest per $1000 Bond: Fixed	Contingent	Total	Total principal and interest payable per $1000 Bond
"G"	December 1, 1955	$20.00	$27.50	$47.50	$1,047.50
"J"	December 1, 1955	24.00	33.00	57.00	1,057.00
"K"	September 1, 1955	10.00	20.00	30.00	1,030.00

All tenders pursuant to this invitation must be accompanied by the bonds tendered in negotiable form and presented to The Hanover Bank, 70 Broadway, New York 15, New York, Trustee.

Forms of Tender may be obtained at the office of the Company, 2 Wall Street, New York 5, N. Y. or at the office of the Trustee specified above.

Such tenders of the Refunding and General Mortgage 5% Bonds, Series "G", 6% Bonds, Series "J", and 5% Bonds, Series "K", will be accepted, in the order received, on and after the date hereof, but not later than the close of business May 20, 1955, up to a principal amount of $34,500,000. Payment will be made on May 13, 1955, for all bonds theretofore accepted, and upon presentation for bonds tendered and accepted thereafter.

In the opinion of counsel for the Company no Federal stamp tax will be imposed on any transfer of bonds to the Company for retirement pursuant to the above Invitation for Tenders.

To the extent that bonds tendered aggregate less in principal amount than the $34,500,000, the Trustee will be instructed to call bonds of Series "J" and, if such call does not exhaust the remainder of such moneys, to call bonds of Series "K".

The Baltimore and Ohio Railroad Company

W. L. PRICE, *Vice President*

Baltimore, Maryland
April 28, 1955

FOR: INDUSTRIAL . . . COMMERCIAL . . . and DOMESTIC USES . . .

Guaranteed -

to Eliminate Scale and Corrosion!

The Packard Water Conditioner is the first important application of nuclear physics principles to the effective treatment of water.

- *NO CHEMICALS ADDED*
- *NO MINERALS DESTROYED*
- *NO MOVING PARTS*
- *NO SERVICING*
- *NO MAINTENANCE*

EASY TO INSTALL

The Packard Water Conditioner carries a 10-Year Warranty.

Applications:
The Packard Water Conditioner is designed primarily for Industrial and Commercial installations to solve the scale and corrosion problems found in boilers, air conditioning systems and washing equipment. It is effective also in many other installations.

Packard Water Conditioner

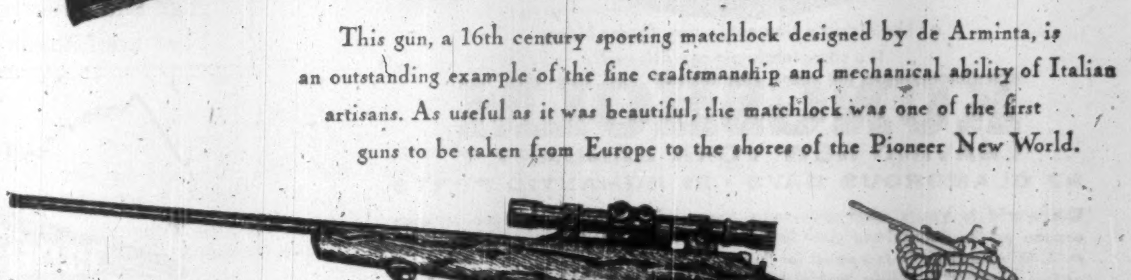
DEALERS WANTED
Please Address Requests for Information to:

CANADIAN WATER CONDITIONING
LIMITED
3273 St. Catherine St. East,
MONTREAL, Que. AMherst 3282

COLLECTOR'S ITEM

Antique...

This gun, a 16th century sporting matchlock designed by de Arminta, is an outstanding example of the fine craftsmanship and mechanical ability of Italian artisans. As useful as it was beautiful, the matchlock was one of the first guns to be taken from Europe to the shores of the Pioneer New World.



TODAY—The Johnson "Laminar" Sporter is a sporting rifle with a stock of hand inlaid cherry and walnut, and a testimony to modern craftsmanship. Like all well-made rifles used in healthful, competitive sport it provides a bond of mutual interest between men who love to talk about fine guns.

Thomas Adams
DISTILLERS LIMITED

AMHERSTBURG, ONT. — VANCOUVER, B.C.

POST TRAVEL BUREAU

Where to go – how to go – where to stay

Only all first class service to Britain!

B·O·A·C Monarch

Luxurious, double-deck
STRATOCRUISER
Montreal to Britain direct

Only the finest—and all the finest—are yours on the MONARCH. Here's quiet elegance, roominess and comfort that give a whole new dimension to transatlantic flying.

You relax in foam-soft, lay-back chairs . . . or enjoy fun and refreshments in the downstairs lounge. An attentive corps of stewards and a stewardess answer your every want.

Even your dinner is a masterpiece! A delicious, seven-course meal served with choice vintages, and arriving at your chairside on a silver trolley.

If you like, you may even sleep your way to Britain. The MONARCH offers a limited number of superb sleeper berths at slight surcharge.

More and more experienced world travellers are flying the MONARCH to Britain. To avoid disappointment, please make your reservations well in advance.

See your travel agent, railway ticket office, or

BRITISH OVERSEAS AIRWAYS CORPORATION
Montreal • Toronto • Winnipeg • Vancouver

FLY B·O·A·C

—Photo by McKague, Toronto.

A BRIGHT IDEA, the Bard and enterprise have put Stratford firmly on the international travel map. This year, the city will play host to several packaged excursions from cities in Eastern Canada and the U. S. from June 27 to Aug. 27 for the third Stratford Shakespearean Festival. Shakespeare, whether he needs it or not, will again get some help from Sophocles with a masked formalized production of Oedipus Rex (above). Shakespeare will be represented by Julius Caesar and The Merchant of Venice.

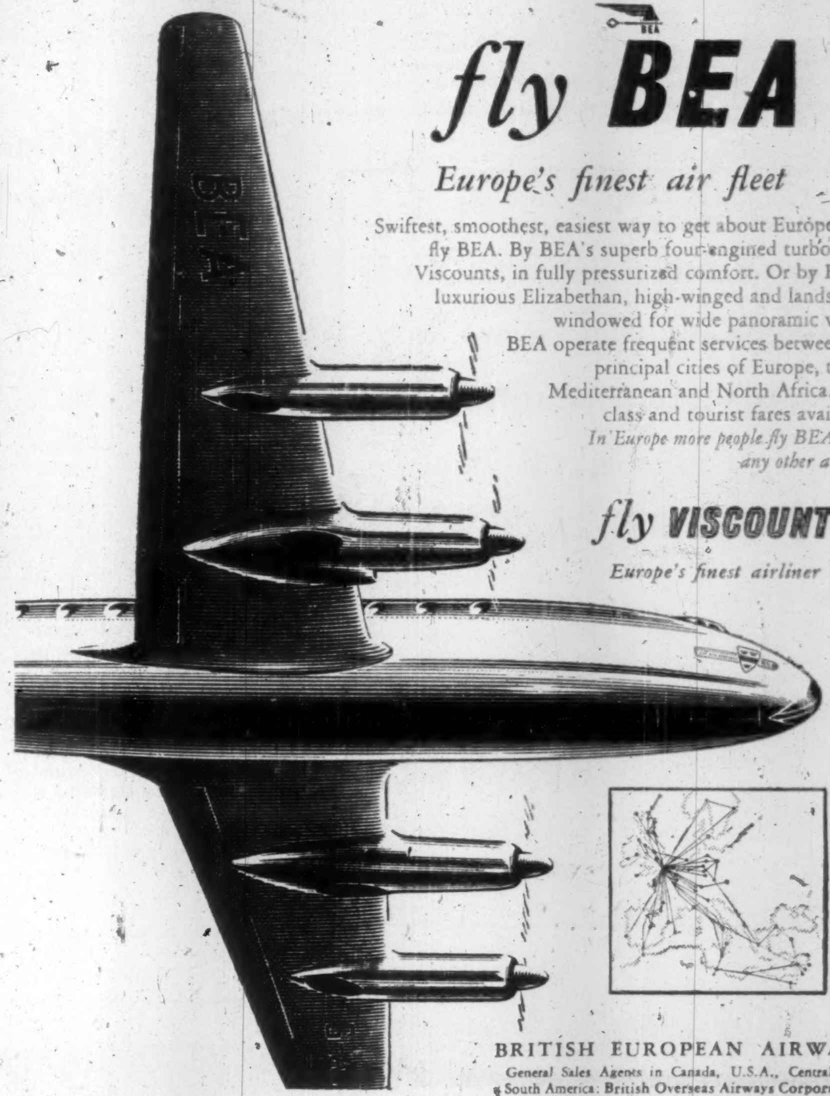
Specialists for over 70 years in arranging
Individual itineraries for tours and holidays.
Telephone or Write
Hec Melville or Tom Blackstock
AIRWAYS & STEAMSHIPS FROM ANYWHERE TO ANYWHERE
MELVILLE TRAVEL SERVICE
ESTABLISHED 1882
Phone EM 3-7201 61 Victoria St., TORONTO, CANADA

Visiting London?
600 SELF-CONTAINED SERVICE APARTMENTS
Each with own Bathroom and Kitchen with Fridge, Maid service etc. One room, two rooms or suite. In the heart of London. Comfortable, convenient.
From $5.25 per day
Write for brochure
Cables: Belwesper London.
PARK WEST
MARBLE ARCH · LONDON

Canada's biggest travel spenders

Through The Post, you reach travel-minded executives who, with their families and friends, require widely varied goods and services: transportation, accommodation, clothing, luggage and other travel needs.

They are Canada's biggest travel spenders.



fly BEA

Europe's finest air fleet

Swiftest, smoothest, easiest way to get about Europe is to fly BEA. By BEA's superb four-engined turbo-prop Viscounts, in fully pressurized comfort. Or by BEA's luxurious Elizabethan, high-winged and landscape-windowed for wide panoramic views.

BEA operate frequent services between the principal cities of Europe, to the Mediterranean and North Africa. First class and tourist fares available.

In Europe more people fly BEA than any other airline.

fly **VISCOUNT**

Europe's finest airliner

BRITISH EUROPEAN AIRWAYS
General Sales Agents in Canada, U.S.A., Central and South America: British Overseas Airways Corporation

FOR
KUNGSHOLM
reservations and information
Call
O. K. JOHNSON & CO. LTD.
697 Bay St. EM. 6-9488

The Cruise of a Lifetime!

1956
AROUND
THE WORLD

on the World's Newest Luxury Cruise Liner, the completely air-conditioned

KUNGSHOLM
LEAVING NEW YORK JANUARY 7
97 GLAMOROUS DAYS • 21 ROMANTIC PORTS

The world is yours when your name appears on the distinguished guest list of M. S. KUNGSHOLM. Perfect vessel for the perfect cruise, 22,000 gross register tons, 600 feet of planned luxury, KUNGSHOLM is air-conditioned throughout for tropical travel, even to fingertip control of temperature and air circulation in your delightful outside accommodations with private bath or shower. From broad decks to swimming pools, magnificent salons to intimate seascape verandahs, unobtrusive service foresees your every wish. The cuisine's true gourmet touch is a Swedish American Line tradition.

For your own "ship's log" — Madeira, Gibraltar, Southern France, Italy, Egypt and the Suez Canal, Arabia, India, Ceylon, Singapore, Bangkok, Bali, the Philippines, Hong Kong, Japan, Hawaii, Los Angeles, Acapulco, the Panama Canal — these are the highlights of your interesting, exotic "Cruise of a Lifetime!" A splendid group of shore excursions arranged by American Express.

For colorful brochure detailing KUNGSHOLM's 1956 World Cruise, please write to Swedish American Line, Dept y, or

SEE YOUR TRAVEL OFFICE

Swedish American Line
THE WHITE VIKING FLEET
1255 PHILLIPS SQUARE • MONTREAL 2, CANADA

For the Best Summer Vacation Ever—
Look to
OCEAN CITY NEW JERSEY
Americas Greatest FAMILY RESORT
Write for FREE Brochure. Dept. Public Relations City Hall Ocean City 54, N.J.

IN MONTREAL

Men of affairs naturally stop at THE WINDSOR because of its reputation for dignified comfort, unobtrusive, courteous service and its convenient location—and because THE WINDSOR is recognized as the proper place for business and social meetings.

THE Windsor
ON DOMINION SQUARE
J. ALDERIC RAYMOND
PRESIDENT

Vacation this Year
at MUSKOKA BEACH INN
LAKE MUSKOKA
ONTARIO

Golf—Tennis—Riding
Boating—Dancing—Swimming
Water Skiing

Write or Phone—W. K. Doan
Gravenhurst, Ontario
100 Miles North of Toronto.

Canada's Biggest Travel Spenders

Through The Post, you reach travel-minded executives who, with their families and friends, require widely varied goods and services: transportation, accommodation, clothing, luggage and other travel needs.

They are Canada's biggest travel spenders.

TILDEN CARS COVER CANADA
COAST TO COAST

GO BY PLANE OR TRAIN
at destination
RENT-A-CAR FROM TILDEN

Time is money and you save time when you travel by plane or train. Save road fatigue too—yet have the use of a personal car on arrival. Before you go have your local TILDEN station reserve a car at your destination.

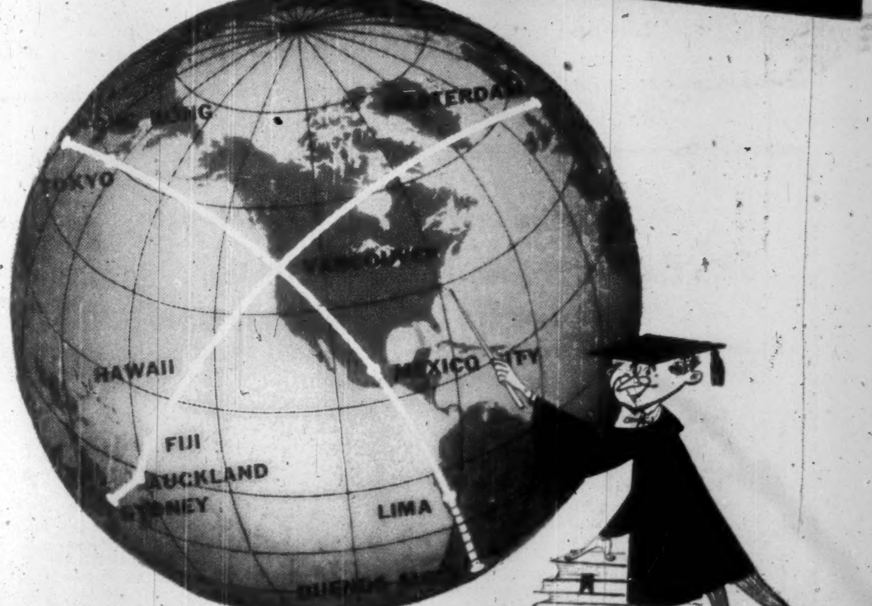
TILDEN Rent a Car SYSTEM

TILDEN RENT-A-CAR SYSTEM
LIMITED
1500 St. Catherine St. W., Montreal

255

...what's the shortest distance between two points?

A .... CPA's GREAT CIRCLE ROUTES



Canadian Pacific's rewriting your school geography. Between five far-flung continents, the shortest distances are *circles* . . . the non-stop Great Circle Routes winged by CPA's Super DC-6Bs!

Europe—*18 hours, 1000 miles shorter, Vancouver-Amsterdam.*

Orient—*Seven hours faster, North America to Tokyo and Hong Kong.*

Hawaii—*Non-stop, nine hours Vancouver-Honolulu.*

New Zealand, Australia—*Direct route to Auckland, Sydney with 24-hour Hawaii stopover enroute.*

South America—*Vancouver non-stop to Mexico City, then non-stop to Lima.*

See your Travel Agent.

Canadian Pacific AIRLINES
FASTEST TO 5 CONTINENTS AND 65 COMMUNITIES IN CANADA

Arnold J. Teolis and Company
INTERIOR DECORATING
DRAPERIES BROADLOOM
FLOOR COVERINGS — CUSTOM FURNITURE
FINE PAINTING — DECORATING — MURAL DESIGNS
SIX COLLIER STREET, TORONTO. TELEPHONE WALNUT 4-3821
By Appointment Only

MANAGEMENT CONSULTANTS

Chairman J. D. Woods
President W. L. Gordon

Vice-Presidents
G. P. Clarkson, J. A. Lowden, R. Presgrave

Directors
G. B. Bailey, R. A. Read, D. M. Turnbull, E. B. Chown, B. H. Rieger, D. L. Gordon, A. N. Steiner, D. B. Watson

Supervisors
J. A. Carter, H. B. Guilfoyle, D. G. McLaren, R. J. Shirley, R. Davidson, G. M. McGregor, A. R. Neufeld, R. H. Grant, R. O. Moore, H. W. Rowlands, R. C. A. Waddell

J. D. WOODS & GORDON
LIMITED

Member of Association of Consulting Management Engineers, Inc.

15 Wellington Street West
TORONTO

1709 Aldred Building
MONTREAL

5413

BONGARD & COMPANY
Stockbrokers

Stock orders executed
on all Exchanges

Private wire connections with all Offices, New York, and all Leading Exchanges

25 Adelaide Street West, Toronto, Ontario
Telephone EM. 4-5381

TORONTO LONDON WINDSOR CALGARY VANCOUVER
HAMILTON GUELPH EDMONTON VICTORIA

A Look at Business Planning

Controller Is A Key Man On Management Team

A key man on the management team in many of today's largest corporations is the controller. A key function of the controller is management planning.

When the 4,100-member Controllers Institute of America met in Toronto recently in its 1955 Eastern Conference, several of the men who are responsible for control of million-dollar enterprises gave their views on business planning, organization, and related subjects. Other speakers, from government and education, gave the business planners a new insight into non-business fields.

Here are digests of some of their speeches:

* * *

WALTER E. HARRIS, Minister of Finance, Ottawa, on Budgetary Policies in Canada.

By reducing expenditures wherever feasible, or by keeping them unchanged when the revenue position might allow them to be increased, we allow our citizens more freedom to choose for themselves the goods and services which they need. The broad shape of the expenditure side of our federal government's budget shows that the scope for impressive economies is very limited.

First, the total budgetary expenditures planned for the present fiscal year ending March 31, 1956, come to about $4,360 millions. This is a high proportion for peacetime, and much higher than the prewar figure. The principal reason for the increase is the heavy cost of defense expenditures. These absorb $1,700 millions, or over 40% of the total expenditures of the Federal Government. No one in Canada believes we should reduce our defense efforts.

The growth in size of our population, and the ageing of our people led to an automatic increase in the cost of welfare services. There is no scope for reduction here. On the contrary, this year's expenditures will be higher than last year's.

Payments to the provinces will absorb 8% of the total budget, and these also increase automatically with the annual growth of the economy. The servicing of the public debt will absorb 11% of the budget. In other words, nearly 85% of total expenditures are absorbed in directions which do not lend themselves too easily to savings.

The pause in the rapid growth of the economy which we—and the U. S.—saw in 1954 has come to an end, and production is moving forward again on many fronts. Our exports to the U. S. are already reflecting this recovery. Last year we had the worst grain crop in the prairie provinces that we have had in 17 years, and the world market situation was a bit less buoyant than usual. We also had a decline in production in those manufacturing industries which had expanded so greatly since World War II.

Fortunately the demand for consumer goods of most kinds is continuing to grow. The basic resource industries—pulp and paper, lumber products, metal mining and chemicals are especially active. The prospects for new capital investment, including housing, and for exports, all look good. The growth of capital investments and exports have exercised a stimulating effect on our economy in the last 10 years, and it is my belief that the increase we shall see in 1955 will more than cancel out the effects of the small declines in 1954. For housing another record year seems likely.

* * *

J. HARVEY PERRY, Director, Canadian Tax Foundation, on Tax Trends in Canada and the U. S.

We have gone in for streamlined taxation in Canada, and there is little overlapping in the present setup. This situation is in sharp contrast with the American, where out of 48 states, some 35 impose personal and corporate income taxes and sales taxes, and all but one levy death taxes. The American state income taxes, while not a heavy burden, do weigh on the direct side, while we have virtually nothing comparable. On the other hand, our provincial commodity taxes are for the most part higher than the American.

Some tax reductions will take place in both countries, but the best information is that even to maintain the current plan and keep moderately abreast of new technical developments will require expenditures only slightly below those now being made.

For the first time in many years our Federal Government is planning on a deficit for this year. In some eyes this has been interpreted as a shot in the arm for the economy, but if I may continue the medical analogy I would say it is more in the nature of a pink pill. The deficit is so small in relation to the economy it can hardly have any general impact.

While the Canadian tax authorities have been versatile and vigorous in their approach to the rate of write-offs for fixed assets, there has been no departure from cost in the base in which the rates apply. In fact, there has been less attention to replacement value theories in Canada than anywhere, and with the price level flattening out there will probably be even less in the immediate future.

* * *

GEORGE AITKEN, Assistant General Manager & Comptroller, Great-West Life Assurance Co., Winnipeg, on Effective Administration.

Adequate inspection and control must permeate the entire company operation. Each organization must devise suitable indices to determine that its policies are having the desired result.

The planning concept and approach must be basic in the thinking of all executives and supervisors. In larger organizations it is economical to place a staff of planning specialists at the disposal of officers and department heads.

There are many good forms of consulting services available to industry today which can be real aids to good administration. In the direct management field those which counsel in personnel and procedural work have achieved the greatest prominence.

I believe there will be increasing scope for the use of consultants — management, engineering and scientific — in business, and that, if anything, administrators are disposed to be overcautious in engaging this type of service. After pinpointing our problem and locating an acknowledged authority in the field, we should be as ready to secure these services as we would be to consult our solicitors or our accountants.

* * *

DR. G. P. GILMOUR, President, McMaster University, Hamilton, on Social Arithmetic.

I do not like the old expression "Social Arithmetic," but it is a good phrase to remind us there is more to put together than figures and graphs, and that we have to deal with the sum of all human concerns. We are by no means sure that we can add up that sum and get the right answer. Certainly there is none in the back of the book.

It will have to be worked out somewhere between two obviously wrong answers, the answer of bankruptcy, which is despair, and the answer of exploitation, which is injustice. The first is repugnant to our brains, the second to our consciences, and we are not oversupplied with either. We can all agree that the avoidance of bankruptcy is our duty as industrialists, and the avoidance of exploitation our duty as men.

The fear of these two is abroad among us, the first at the top, the second at the bottom of society. The first appeals for our right thinking, the second for our right motives.

We have a hopeful society, a tradition of public honesty, a capacity for effort. But we find ourselves part of a world in which millions of men face the problems of bankruptcy and exploitation, without plenty and with little tradition of liberty. Little wonder that men are in explosive mood here and there. We must judge them with charity and prepare to help, not only through the Colombo Plan and the UN, but by every means we can devise. The fear of poverty and a hatred of exploitation make men sensitive. The least we can do is understand their difficulties.

* * *

JOHN V. VAN PELT, III, Controller, Kendall Co., Walpole, Mass., on How Some Companies are Planning and Controlling Their Operations.

Planning of a business operation in accordance with established principles is the essence of scientific management. This is the antithesis of the old-line type of management wherein an individual sat down and outlined a program and assumed that he had visualized all possible contingencies. To be effective, a planned program must also have its control aspects. In any sound system these two elements—planning and control—are inextricably interwoven.

Control tools tell us where we are in relation to our business voyages. We should be looking to the controller or, as is done in some organizations, to a staff group that is performing one of his functions, to exercise the control function in the field of planning and control.

The term "control" has connotations which revolve around three basic criteria. These are all measurements of progress toward the objectives of the plan, evaluation of the continued soundness of the planned program in the light of conditions as they evolve and, third, the provision for signals by which we can be alerted to the necessity for alterations in the plan. The mechanics by which control over plans is maintained are fundamental in the proper administration of a controller's function.

There are certain basic premises which hold true for all business if we can hope to be competitive: (1) We should weigh all possible contingencies before embarking on new projects and should constantly apply the same basic tests of continuing projects; (2) in studying a project we must deal with the best possible estimates of future conditions, rather than historical experiences; (3) in devising programs we should avail ourselves of the best thinking of all members of the management; (4) we must constantly be aware of human activation in appraising individual courses of action.

Thinking of a MOBILE SALES UNIT?
GLENDALE MOBILE HOMES LTD.
R.R. 1, LONDON, ONT.

LEISHMAN
Canada's Most Distinguished Clothes

Present the
NEW "MUSKETEER" FLANNELS
In six smart colours for the young man

There are few flannels so choice as these imported arrivals for Spring, masterfully tailored by Leishman. They are luxurious, light-weight versions of this most popular of fabrics in the newest of the darker tones. Naturally, they were woven exclusively for Leishman by the elite of British mills. Your choice of these unusually fine flannels will be distinguished by Leishman's new styling for the younger man — which is fast setting the pace for all that's best in clothing design.

Leishman Tailored Clothes
KEYED TO THE TIMES
AT FINE CLOTHING MERCHANTS ACROSS CANADA
LD2-555

Corporate Comment:

on NEW GRASS

The winter snow has left the fields,
Has fled the barnyard shades.
The ice has drifted off the lakes.
The winter brilliance fades.

The days of mingled rain and shine
Slip swiftly, sweetly by
And grasses green bow tenderly
Before a zephyr sigh.

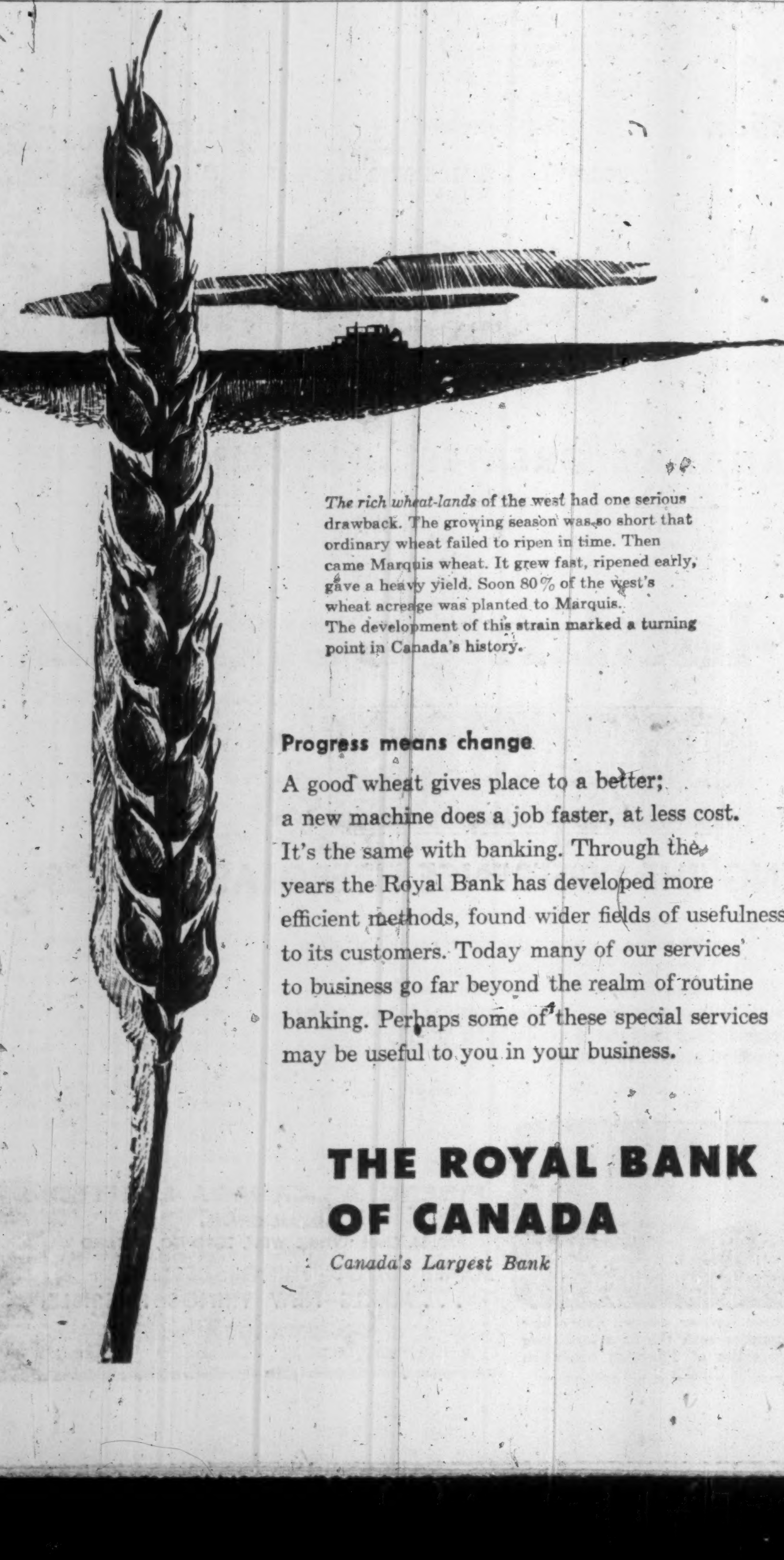
The hilltops basking in the sun
Are lush and dry and warm
Ere vales have clothed the autumn's rot
With springtime's lovely charm.

I know a hill where the grasses blow
In slender forests green.
I know a hill where the loam is dry
The grassy aisles between.

So I lay me close to the mild spring earth
And the scent of it fills my heart;
So I lie and dream while the green shoots sway
And the sun flows into my heart.

T. B. MARTIN

RAY OILBURNERS by MARTIN BROTHERS
2709 YONGE ST., TORONTO 12, MA. 0733



The rich wheat-lands of the west had one serious drawback. The growing season was so short that ordinary wheat failed to ripen in time. Then came Marquis wheat. It grew fast, ripened early, gave a heavy yield. Soon 80% of the west's wheat acreage was planted to Marquis. The development of this strain marked a turning point in Canada's history.

Progress means change

A good wheat gives place to a better; a new machine does a job faster, at less cost. It's the same with banking. Through the years the Royal Bank has developed more efficient methods, found wider fields of usefulness to its customers. Today many of our services to business go far beyond the realm of routine banking. Perhaps some of these special services may be useful to you in your business.

THE ROYAL BANK OF CANADA
Canada's Largest Bank

NEW ISSUE

$16,000,000

Province of Newfoundland

3¾% Sinking Fund Debentures

To be dated June 1, 1955 **To mature June 1, 1976**

Principal and half yearly interest (December 1 and June 1) payable in lawful money of Canada at any branch in Canada (far northern branches excepted) of a designated chartered bank, at the option of the holder. The Debentures will be redeemable before maturity, in whole at any time or in part from time to time, on any interest payment date or dates on or after June 1, 1971, on 30 days' prior notice at the principal amount thereof and accrued interest. Coupon Debentures in the denomination of $1,000 and $500 with provision for registration as to principal.

Provision to be made for the establishment of an annual sinking fund with respect to the Debentures of this issue at the rate of 3% of the principal amount thereof, commencing on or before June 1, 1956.

Legal Opinion: Messrs. McMichael, Common, Howard, Ker & Cate.

In the opinion of Counsel, these Debentures will be direct obligations of the Province of Newfoundland, and principal and interest will be payable out of the Consolidated Revenue Fund of the Province of Newfoundland.

Descriptive circular available on request

Price: 100 and accrued interest

We, as principals, offer these Debentures, if, as and when issued and accepted by us, and subject to the approval of Counsel.

Subscriptions will be received subject to rejection or allotment in whole or in part and the right is reserved to close the subscription books at any time without notice.

It is expected that Debentures in definitive form will be ready for delivery in June, 1955.

Nesbitt, Thomson and Company, Limited
Harris & Partners Limited
Greenshields & Co Inc
James Richardson & Sons
Burns Bros. & Denton Limited
Gairdner & Company Limited
Cornell, Macgillivray Limited
Parsons and Landrigan Limited

Dominion Securities Corpn. Limited
A. E. Ames & Co. Limited
Cochran, Murray & Co Limited
Midland Securities Corpn. Limited
Stanbury & Company Limited

April, 1955.

Merton Durant

Life Insurance and Annuities

Pension Plans
Estates Analysis
Employee Benefit Plans

THE CANADA LIFE ASSURANCE COMPANY

Canada Life Building
Toronto • EMpire 8-7432

RYLARD MARINE SPAR VARNISH

RENOWNED THE WORLD OVER

The preferred varnish in pleasure craft circles, Rylard is easily applied, quick drying, produces an exceptionally hard but elastic film with a most brilliant gloss which will withstand extreme temperature changes. Is unaffected by oils and gasoline.

MANUFACTURED IN ENGLAND

SPV 3406

STURGEON'S

• STURGEON ROAD - - TORONTO 16

Sudden Heart Attack Cripples Young Father

Gets $150 a Month And Free Insurance!

In 1949, a young Montreal sales manager suffered a severe heart attack. He has been totally disabled ever since. He has a $15,000 Confederation Life policy that carries a Total Disability Benefit. As a result, he receives a regular monthly cheque for $150 while totally disabled, until he reaches age 65—his $15,000 life insurance policy continues in full force and Confederation pays the premiums! If he is still disabled at age 65 he will receive $15,000 in cash or as income.

At any age, for any number of causes, you may suddenly find yourself totally disabled. That's why you would be wise to include a Total Disability Benefit in your life insurance, wherever possible. Ask your Confederation Man about it today!

Confederation Life ASSOCIATION

For Free Booklet, "What About Disability?" call:

Your Confederation Life representative

Want to

GET RICH OVERNIGHT *through* **INVESTMENTS?**

Forget it. It can't be done. Uranium, titanium and bullium make pleasant reading . . . and pleasant dreams. But long after any speculative boom reaches its usual sorry end, there will remain the sound principles of investing used by successful investors today.

Thousands of investors have been receiving facts and intelligent guidance from a new magazine especially for investors. Its name is simply, INVESTOR. It's pocket size. It's easy to read. Its authors reflect the most capable minds in the entire financial community.

Gerald M. Loeb, for example, contributes a regular monthly column entitled "Double Dividends." Many subscribers tell us his pithy, down-to-earth column itself is worth many times the subscription price. In almost every issue, Mr. Loeb discusses specific securities which, in his judgment, have characteristics justifying investment or speculative interest. Mr. Loeb is the author of the best-selling, "do-it-yourself" book on how to make profits in the stock market, "The Battle for Investment Survival."

Every month this new magazine will bring you a summary of what brokers throughout the country are recommending to clients. A separate department features portfolio analyses of readers who submit their lists. (A survey shows this to be one of the most popular features of the book.) A recently added feature, dealing with Investment Clubs, is gaining nationwide interest.

And there is much more of practical help to every investor.

The subscription rate for INVESTOR is $5 per year. We'd be delighted to have you try a special 6-months trial for only $2.

For your 6-months trial, print your name and address and clip it to this ad. Send it to us with $2.

This may prove to be the soundest $2 investment you've ever made.

INVESTOR

The Guide to Timely Investing

[illegible] Broadway New York 38, N. Y.

FP-1

THE INVESTMENT FUNDS

Canadian Investment Fund Outstanding Shares Higher

MONTREAL (Staff) — Outstanding shares of Canadian Investment Fund Ltd. reached another new high at March 31—8,198,336, against 8,134,570 at the end of 1954.

Portfolio changes during the quarter were relatively few. Holdings in four common stocks were increased, two by purchases, one by conversion and one by a merger (Toronto-Dominion Bank). They were reduced in four, three as a result of sales and one by the merger. Holdings were increased in three preferred stocks, and reduced in two.

At the end of the quarter, total net assets with securities at market values reached a record $64,218,817. Balance of realized profits on sales of investments increased to $3,805,933, and quoted market value of investments topped average cost by $21,608,120.

Actual portfolio changes were as follows;

	Shares held Mar. 31, 1955	Change since Dec. 31, 1954
Common stocks:		
(a) Bank of Toronto ..	....	—7,000
(a) Banque Canadienne Nationale	2,000	+275
Dom. Bridge	40,000	—3,000
(b) Indust. Acceptance	31,000	+5,000
McColl-Frontenac .	8,000	+3,000
Steel Co. of Canada	50,000	—3,000
(a) Toronto-Dominion Bank	9,333	+9,333
Geo. Weston	10,000	—300
Preferred stocks:		
(c) Imperial Tobacco 4%	....	—11,725
Indus. Accept. 4½%	3,500	+3,500
(b) Indus. Accep. $2 conv.	....	—5,000
Ogilvie Flour 7% .	1,300	+10
Shaw. W. & P. 4%.	8,000	+1,325

(a)—4 shs. Toronto-Dominion Bank received for each 3 shares Bk. of Toronto.
(b)—5,000 $2 convertible I.A.C. pfd. converted into common share for share.
(c)—Called for redemption.

At March 31, distribution of CIF's net assets was as follows:

Holdings: Common stocks:	% of net assets	
Automotive	2.57	
Banks	4.44	
Base metals	13.17	
Building Indust.	3.17	
Chemicals	.91	
Foods & beverages ...	9.06	
Gold mining	2.63	
Heavy indust.	6.79	
Paper & newsprint ...	13.14	
Petroleum	8.10	
Public utilities	6.24	
Retail trade	1.08	
Textiles	1.35	
Miscellaneous	8.67	
		81.32
Preferred stocks		6.39
Bonds		8.21
Cash, etc., net		4.08
		100.00

Price Bros. Net Up 33%

MONTREAL (Staff) — Results of Price Bros. & Co. for the first quarter were termed "encouraging" at the annual meeting. The company is maintaining a strong financial position, it was stated.

Price Bros. showed a net profit of $8,075,890 or $3.59 per share in 1954, up 33.1% from 1953. The increase, shareholders were told, resulted from a drop in power costs due to the new Shipshaw River hydro development and greater production.

Newsprint accounted for almost all of the increase. Board production was up slightly, while lumber output was lower.

A policy of gradually raising newsprint production through improvement of existing equipment is being followed, it was noted.

Canada Opens Trade Office For New African Federation

OTTAWA (Staff) — Canadian exporters should find expanding market in Central Africa. The Government thinks well enough of the prospects that it is opening a new office of the Trade Commissioner service in Salisbury, capital of the new federation of Rhodesia and Nyasaland.

The federation of the formerly separate territories of Northern Rhodesia, Southern Rhodesia and Nyasaland may, it is thought, help toward a further easing of restrictions on dollar goods, since Northern Rhodesia is a good dollar-earner. Some important relaxations have already been made, thanks to which Canadian exports in 1954 at $2.9 millions were a good deal higher than in 1953. The big items in last year's export trade were wheat and lumber; but a large variety of manufactured goods was also sold, and this market is expected to expand significantly over the next few years.

Characteristic of the sort of goods Canadian firms have been able to sell in this area are canned salmon, newsprint, writing paper, power pumps, mining machinery, lamps and lanterns, electrical appliances, wire screening, porcelain insulators.

Ahead of the new federation is a capital expansion program, announced as costing about $200 millions. It includes hydro development, roads, railways, schools and hospitals. Part of it will be financed by a loan from the International Bank.

In both general manufactured goods and in capital equipment, strong competition must be expected from the United Kingdom and from Germany. But if relaxations continue to be made on dollar imports, as expected, Canadian producers will have improved opportunities.

In charge of the new office will be Wiley J. Millyard of Toronto whose previous postings were in Mexico and at Bogota, Colombia.

The new Salisbury office will also take over responsibility for Canadian trade with British East Africa, which is also embarking on a program of capital development. It has recently received a $24 million loan (in dollars) from the International Bank.

Saint John Looks At Smelter Plan

From Our Own Correspondent

FREDERICTON — Saint John's trade board is undertaking an immediate investigation of the possibilities of establishing a smelter in the Courtney Bay section of the city.

The District Labor Council has asked that the board, municipal council, city council and civic employment committee study the proposed smelter project.

In support of its request, the labor group claims New Brunswick's base metal mining industry has involved the expenditure of millions of dollars since 1952. It contends ores from mines now in production and due to come into production are the property of the people of the province and are a wasting asset.

Benefits of a base metal smelter, the council continues, are direct employment of up to 3,500 men, and further employment in byproduct industries such as chemical and fertilizer plants.

Reasons for location of the proposed smelter in Saint John, the Labor Council feels, are that "a large surplus of competent tradesmen exists in the city, year round shipping facilities are available, along with excellent rail service out of the port.

Swing from Blends Persists, Seagrams Tests 'Straights'

The trend in U. S. toward greater consumption of straight whiskies and away from the blends has apparently brought a change in basic policy of Distillers Corp.-Seagrams.

This week it was reported in the U. S. that Seagrams through its subsidiary, Frankfort Distilleries, would undertake a market test of a line of straight whisky. This will be the company's first "straight" in 18 years, having confined its lines entirely to blends in the interval.

Behind the move, it's believed, is the increasing swing in the U. S. toward "straights." From less than 15% of the whisky market just after World War II, the straights have increased their share to 40% and are still gaining.

Seagrams has managed to maintain its sales fairly well despite the trend because its brands of blends continued to stay up among the leading sellers. For some time, however, there have been predictions that the company would probably have to break away from complete dependence on blends and start producing straights.

The company had indicated some time back that its position was not inflexible in favor of blends, but it felt that the preference for blends built up in World War II would continue. It has also contended that blends lend themselves to better control over taste and quality of the product.

How well the company managed to hold its own is indicated by the record $793 million sales total for the year ended July 31, 1953, when the swing to straights was already well under way. The total dropped to $753 millions the following year, but this was still its third highest year. Although these sales figures are for all company operations, by far the greatest part represents U. S. business.

In the current fiscal year, earnings have been running behind the 1953-54 level. Net profit after taxes for the six months ended July 31, 1955 was $19 millions compared with $23.7 millions in the comparable 1953-54 period. Sales figures are not published in the quarterly reports, but it's believed the decline reflects at least to some extent, the inroads of the straight whiskies on the blends.

Blends, under U. S. Government definitions, must have at least 20% straight whisky in them, at least four years old, with neutral spirits making up the balance. A straight whisky must be aged at least four years, and much of the selling emphasis has been on this aging. Bottled-in-bond whisky is generally regarded as a "straight."

Residential School for Girls

ALMA COLLEGE

Founded 1877, Public and High School to Grade XIII, Fine Art, Secretarial, Interior Decoration, Home Economics, Music.

Write for prospectus.

Mrs. Steele Sifton, B.A. B.Ed. Principal

OPENS Sept. 8, 1955

ST. THOMAS - ONTARIO

This Customer Demands Top Performance
. . . Regardless of Price

This Customer Demands Top Performance
. . . With Maximum Economy

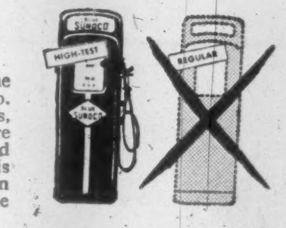
Both Get What They Want With

BLUE SUNOCO

. . . High-Test Premium Quality
. . . Unbeatable Long Mileage
. . . Top Power And Acceleration

HOW SUN'S ONE-GRADE POLICY GIVES YOU PREMIUM PERFORMANCE AT REGULAR GAS PRICE:

Sun Oil Company Limited produces only one grade of gasoline—high-test Blue Sunoco. This policy saves on storage tanks, trucks, pumps, and other facilities. These savings are invested in research and new, improved catalytic refining processes, in which Sun is years ahead of the industry. That's why Sun can give you a premium performing gasoline at regular gas price.



SAVE UP TO 3c A GALLON OVER OTHER PREMIUM GASOLINES

ALL AT REGULAR GAS PRICE!

BLUE SUNOCO

SUN OIL COMPANY LIMITED

C15-103-5

ONE PRICE—ONE GRADE—CANADA'S GREATEST GASOLINE VALUE!

longer-lasting screens

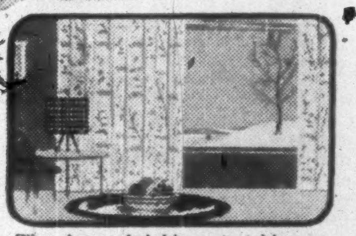
with FIBERGLAS
FIBERGLAS CANADA LIMITED

IT'S AMAZING THE DIFFERENCE FIBERGLAS* MAKES

Screening that keeps its shape . . . won't discolour, corrode or stain the frame . . . that's amazing Fiberglas screening. Made from strong, yet soft and pliable fibers of glass, this wonderful screening lasts indefinitely with little or no care. Fiberglas screening is featured by leading screen manufacturers and is available for "do-it-yourself" screens from your local hardware store.

*T.M. Reg'd.

If you have a forced air furnace, you'll get less dust and lower heating costs with new Fiberglas DUST-STOP* Air Filters.



There's no shrinking, stretching or sagging when draperies are made of Fiberglas . . . you can wash them yourself and they never need ironing.

Enjoy warmer winters and cooler summers with the finer insulating properties of Fiberglas insulation . . . lasts the life of the building.

FIBERGLAS CANADA LIMITED
GENERAL OFFICES:
50 ST. CLAIR AVENUE WEST, TORONTO, ONTARIO

MAKES GOOD THINGS BETTER
. . . MAKES NEW THINGS POSSIBLE.

Action is furious and often on the Miramichi . . .

Living easy and appetites hearty

Ray Trullinger, fish and game editor of the New York World Telegram and Sun, was one of a party of six journalists and newspaper executives who recently spent a week angling for salmon on N. B.'s Restigouche. They went away happy.

Where Bent Pins Are Not Enough

New Brunswick's internationally-famous fly-fishing setup, the Ristigouche Salmon Club—they spell it with an "i"—has added a sixth to its list of angling leases on the Restigouche river.

James G. Hanes, president of the $6,500 per share club, made it an even half dozen when he bid $4,150 for the exclusive angling rights on a section of the province's famed Restigouche river at a recent Lands and Mines Department auction at Fredericton.

The president of the 29-member organization outbid a $4,100 offer of John Sanderson, Sperry Corp., New York City, and a Northeastern Maine group of $2,850 in spirited bidding that boosted the $1,500 annual rental upset price for the 4-mile stretch of wilderness water in jumps ranging from $5 to $75.

One of the oldest and most famous of the province's fly-fishing organizations, the 74-year-old Ristigouche Salmon Club's membership includes I. W. Killam, widely known Montreal financier, George B. Webster, Toronto mining man, and a list of 27 United States industrial and business tycoons from such scattered centres as New York City, Indianapolis, Minneapolis, Winston-Salem and Los Angeles. Formed in 1881, its first president was the late R. W. Goelet, New York City. His son, Francis Goelet, is a present member while former members were the late Lord Strathcona, J. K. L. Ross, Montreal financier, and Sewell Avery, Montgomery & Ward, Chicago.

Among other notables who have fished pools on the club's angling stretches on the Restigouche are the Duke of Windsor and Princess Louise during her husband's term as Governor-General. While others who have fished the provincial government's stretch on the Restigouche include Lord Beaverbrook, Jack R. Howard, Scripps-Howard newspapers, Ray Trullinger, New York World-Telegram & Sun, Slamming Sammy Snead.

What It Costs

A single share membership costs $6,500 a year, a two-share double that amount and the club pays $38,650 of the approximately $100,000 the province receives annually from its angling leases. Members also have to pay the annual non-resident fishing license of $20.50 for the season, which opens June 5 and closes Aug. 31. For the most part are members of the Restigouche Riparian Association which employs and pays fishery guardians.

Cost of a day's fishing on the Ristigouche Club's stretches of water runs as high as $75. The average catch is 19-20 lb. Their record is 48 lb.

Other plush and almost equally famous fly-fishing clubs included among the 54 clubs and individual angling lease-holders contributing roughly $1 million to the provincial treasury during the life of their respective 10-year leases of stretches on New Brunswick rivers are the Nictau Fish & Game Club, Ltd., Miramichi Fish & Game Club, Ltd., and Kedgwick Fishing Club.

Internationally known figures holding individual leases are the late Joseph Pulitzer, St. Louis newspaper publisher and Pulitzer Prize founder, Robert W. Goelet Estate, New York City, Edmund P. Rogers, Sr., New York City and J. W. McConnell, Montreal newspaper publisher and financier, on the Restigouche; M. J. Boylen, Toronto mining promoter, the Nepisiguit; E. H. Sinclair, Casa Grande, Ariz., North branch Big Sevogle; B. B. Geyer, New York City, South branch Big Sevogle; Sherman Pratt, Locust Valley, L.I., Little Southwest Miramichi; Dr. A. C. J. Simard, New York City, the Dungarvon; J. Mattocks White et al, Beverly Farms, Mass., Tobique; Sumner McK. Crosby, Woodbridge, Conn., and Myles Brown, Gates Mills, Ohio, on Upsalquitch.

In addition a number of lesser-known clubs, associations and individuals hold angling leases on the above-mentioned rivers and their tributaries as well as Fraser Companies Ltd., Saint John Sulphite Sales Ltd., (K. C. Irving), Bathurst Power & Paper Co., and Ballard Oil Co., Hartford, Conn.

Annual rental of the separate angling stretches held by Ristigouche ranges from $4,150 to $9,000; Nictau, founded by members of the Dupont family, Wilmington, Del., from $400 to $800; Miramichi, founded by the late George Mumford, Boston, Mass., $1,200; and Kedgwick, from $3,500 to $5,000.

Rentals on company-held stretches range from Bathurst's $400 yearly to Fraser Companies' $12,100 annually while those from other clubs, associations and individuals run from $100 to $5,000 each.

Official figures indicate Atlantic Salmon anglers who lease waters from the New Brunswick Government contribute to the provincial treasury $3.54 for every pound of fish they land, and give the province $35.10 for every salmon they take from privately held waters.

Although the surface fly-fishing season for the "king of fresh-water game fish" on the Restigouche runs from June 5 to Aug. 31 in other sections of the province—with some exceptions—the opening and closing dates are June 5 and Sept. 30 respectively. There are, for instance, late runs of salmon on such rivers as the Cains, Nashwaak, Bartibog and Tabusintac, and here the seasons are extended beyond the general closing dates. Conversely, the Restigouche and Upsalquitch have earlier opening dates because the Atlantic salmon makes an earlier pilgrimage to these waters.

The most notable exception to the regular season activity is spring salmon angling, and on the Miramichi, Nashwaak, Renous, Tabusintac and Cains rivers it begins as soon as the freshet ice moves, usually about the middle of April. This type of sport angling lasts until the season's general opening date, June 5. Many non-resident sportsmen come to New Brunswick for spring fishing and they find the sport full of excitement and suspense. The salmon are not so full-fleshed as the "bright" run of the summer months but they put up a spirited fight. For permission to fish for spring salmon a special permit at no additional cost to the license holder is required.

The Unpublished Facts of Life

THERE are some things that can not be generally told—*things you ought to know.* Great truths are dangerous to some — but factors for *personal power* and *accomplishment* in the hands of those who understand them. Behind the tales of the miracles and mysteries of the ancients, lie centuries of their secret probing into nature's laws—their amazing discoveries of *the hidden processes of man's mind,* and *the mastery of life's problems.* Once shrouded in mystery to avoid their destruction by mass fear and ignorance, these facts remain a useful heritage for the thousands of men and women who privately use them in their homes today.

THIS FREE BOOK

The Rosicrucians (not a religious organization), an age-old brotherhood of learning, have preserved this secret wisdom in their archives for centuries. *They now invite you to share the practical helpfulness of their teachings.* Write today for a free copy of the book, "The Mastery of Life." Within its pages may lie a new life of opportunity for you. Address: Scribe M.W.C.

SEND THIS COUPON

Scribe M.W.C.
The ROSICRUCIANS (AMORC)
San Jose, California
Please send me the *free* book, *The Mastery of Life,* which explains how I may learn to use my faculties and powers of mind.

Name.........
Address.........
City.........
Zone......... Prov. ....

The Rosicrucians
SAN JOSE (AMORC) CALIFORNIA, U. S. A.

Company Reports

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

Merchandising

BELGIUM STORES LTD. consolidated net profit for the fiscal year ended Jan. 31, 1955, was $1,223. Previous year's consolidated net loss was $62,865.

Total sales for the year ended Jan. 31, 1955, were slightly greater than for the previous year, reports President Robert T. Hartt.

New stores were opened at Toronto, Kitchener and Regina, the latter two replacing existing units. After these changes 36 stores were in operation at the year end.

During the current year it is planned to open stores in Ottawa, Hamilton and Trois Rivieres.

CONS. INCOME ACCOUNT

Years Ended Jan. 31:	1955	1954
Gross revenue	$934,957	$860,261
Net earnings	42,001	a20,307
Less: Depr.	40,778	42,558
Net profit	1,223	a62,865
Less: Pref. divds.	14,785	14,785
Deficit for year	a13,562	a77,650

aLoss.

Earnings per Share and Dividend Record:		
Pref.: Earned	$0.08	d$4.25
Paid	1.00	1.00
Common: Earned	d0.27	d1.55

None paid.

CONDENSED CONS. BALANCE SHEET

As at Jan. 31:	1955	1954
Cash	$2,825	$1,060
Accts., etc., rec.	5,447	26,697
Inventories	513,444	400,552
Total curr. assets	521,716	428,309
Prep. exp.§	4,382	6,997
Fixed assets*	272,724	269,490
Total assets	798,822	704,796
Bank o'draft	178,165	......
Accts., etc., pay.	73,722	144,299
Total curr. liabs.	251,887	144,299
Capital stock	320,700	320,700
Capital surplus	112,430	112,430
Earned surplus	113,805	127,367
*After depr. of	294,604	250,855

§Incl. in curr. assets in co's accounts.

Working capital	269,829	284,010

Public Utilities

NORTHWESTERN UTILITIES LTD., Edmonton, net profit of $1,758,992 for 1954 was 66.4% higher than 1953 net of $1,057,219.

The substantial growth in the market area served by the company is reflected in the 29% increase in sales of over 33 billion cu. ft., reports President F. A. Brownie. Largest increase was in industrial sales, which increased 53% to more than 11 billion cu. ft. Domestic sales of 12 billion cu. ft. and commercial sales of 10 billion cu. ft. increased 18% and 21% respectively.

Customers served at the year end totaled 60,354, up 4,656 from the end of 1953.

Of the increase in net profit, $220,000 is attributable to a change in the income tax regulations which allows the company to claim the maximum allowed depreciation for tax purposes regardless of the amount accrued in the books.

Gross capital additions amounted to $3,667,000 ($4,670,000 in 1953). Capital expenditures for 1955 are estimated at $2.5 millions.

In 1954, two additional sources were connected, bringing total to seven. A 40-mile, 12-inch pipeline costing $1.4 millions was constructed from the Bonnie Glen-Wizard Lake fields, to bring an initial 15 million cu. ft. per day of oil field residue gas to Edmonton. A smaller line run to Acheson field will deliver about 3 million cu. ft. per day. While the Viking-Kinsella field remains the company's principal source of supply (87% during 1954), the percentage of oilfield gas continues to increase.

During the year, $4.5 million first mortgage 25-year bonds and $2.5 million preference shares were sold. No additional financing is anticipated for 1955.

INCOME ACCOUNT

Years Ended Dec. 31:	1954	1953
Net sales	$8,346,377	$6,775,693
Net earnings	4,609,465	3,325,144
Less: Amort. & depr.	1,059,038	912,473
Funded debt int.	822,829	653,166
Bd. disc. & exp.	21,360	20,760
Stock issue w/o	......	10,780
Prem. on bds. red.	3,750	4,500
Income tax res.	943,496	666,246
Net profit	1,758,992	1,057,219
Less: Pref. divds.	185,000	160,000
Com. divds.	850,000	......
Surplus for year	723,992	897,219

Note—For tax purposes in 1954, co. is claiming additional deprec. in excess of that shown in the accounts, thereby reducing income taxes by approx. $220,000.

Times Fixed Charges* Earned:		
Before amort. & depr.	5.46	4.93
After amort & depr.	4.21	3.58

*All interest plus bond disc. and exp. w/o.

Earnings per Share and Dividend Record:		
4% pf.: Earned	$27.[illegible]	$26.43
Paid	4.00	4.00

CONDENSED BALANCE SHEET

As at Dec. 31:	1954	1953
Cash	$544,552	$45,280
Accts., etc., rec.	911,051	758,745
Invests.	2,400,000	......
Inventories	1,499,093	2,276,362
Total curr. assets	5,354,696	3,080,387
Dep. with trustee	1,024,216	......
Misc. assets	35,638	38,912
Def. charges	244,167	271,067
Retro. rate incr.	150,000	225,000
Fixed assets	40,048,159	36,541,973
Total assets	46,856,876	40,157,339
Accts., etc., pay.	913,995	1,368,825
S.f. pay'ts	628,000	511,000
Note pay.	147,000	135,000
Inc. taxes	1,103,258	769,761
Total curr. liab.	2,792,253	2,784,586
Consumers' dep.	390,175	360,328
Funded debt	20,528,000	17,803,000
Dep. & amort. res.	6,593,545	5,569,909
Other res. & advs.	581,192	560,737
Capital stock	10,750,000	8,250,000
Surplus	5,221,711	4,828,779
Working capital	2,562,443	295,801

EVERYWHERE UNDER THE SUN

. . . choose the airline that flies **DOUGLAS**

World's Finest Airliners—Swift! Luxurious! Dependable!

Fly the DC-6, DC-6B or the new DC-7 on these leading airlines:

AA *Argentine* • AIGLE AZUR *French* • AIRWORK, LTD. *British* • ALITALIA *Italian* AMERICAN *U.S.* • ANA *Australian* • *BOAC *British* • BRANIFF *U.S.* • CATHAY PACIFIC *British* CMA *Mexican* • CONTINENTAL *U.S.* • CPAL *Canadian* • DELTA-C&S *U.S.* • *EASTERN *U.S.* FLYING TIGER-SLICK *U.S.* • JAL *Japanese* • KLM *Netherlands* • LAI *Italian* • LAN *Chilean* • NATIONAL *U.S.* • NORTH AMERICAN *U.S.* • *NORTHEAST *U.S.* • NORTHWEST *U.S.* PANAGRA *U.S.* • PAN AMERICAN *U.S.* • SABENA *Belgian* • SAS *Danish Norwegian Swedish* *SOUTH AFRICAN AIRWAYS *South Africa* • SWISSAIR *Swiss* • TAI *French* • TEAL *New Zealand-Australia* • TRANS CARIBBEAN *U.S.* • UAT *French* • UNITED *U.S.* • WESTERN *U.S.*

*Flying soon

NEW ISSUE

$3,364,500

Great Northern Gas Utilities Ltd.

(Incorporated under the laws of Canada)

4½% Debentures, Series A

To be dated: May 15, 1955 — To mature: May 15, 1975

Principal and half-yearly interest (May 15 and November 15) and premium, if any, payable in lawful money of Canada at any branch in Canada (far Northern branches excepted) of the Company's bankers. The debentures will be issued in coupon form in denominations of $500 and $1,000 registrable as to principal only, and in fully registered form in denominations of $500 and $1,000 and authorized multiples of $1,000.

The 4½% Debentures, Series A of this issue form part of an issue of Series A Debentures limited to an aggregate principal amount, part of which are being issued to the holders of the outstanding debentures of the Company who have deposited their debentures pursuant to an Exchange Offer made by the Company on April 7, 1955.

Stock Purchase Warrants

The debentures, when originally issued, will be accompanied by Stock Purchase Warrants entitling the holders thereof to purchase common shares in the Capital stock of the Company, at the rate of 35 shares as presently constituted in respect of each $1,000 principal amount of debentures at the price, payable in cash of:

$ 5.00 per common share—to and including December 14, 1958 inclusive.
$ 6.00 per common share—from December 15, 1958 to December 14, 1959 inclusive
$ 7.00 per common share—from December 15, 1959 to December 14, 1960 inclusive
$ 8.00 per common share—from December 15, 1960 to December 14, 1961 inclusive
$ 9.00 per common share—from December 15, 1961 to December 14, 1962 inclusive
$10.00 per common share—from December 15, 1962 to December 14, 1963 inclusive

Holders of Stock Purchase Warrants may tender debentures at their principal amount, in lieu of cash in satisfaction (to the extent of even multiples of $500) of the subscription price for common shares payable upon the exercise of the warrants.

Stock Purchase Warrants similar to those to accompany the debentures are now traded on The Toronto Stock Exchange and it is expected that the warrants proposed to be issued will also be traded on this Exchange.

Trustee: Montreal Trust Company

We, as principals, offer these 4½% Debentures, Series A, subject to prior sale if, as and when issued and accepted by us and subject to the approval of all legal matters by the Company's counsel, Messrs. Lindsay, Emery, Ford, Massie, Jamieson & Lambert, Edmonton, and by our counsel, Messrs. Blake, Cassels & Graydon, Toronto.

Price: $100 and accrued interest

It is expected that interim debentures accompanied by Stock Purchase Warrants (exercisable as soon as delivered) will be available for delivery on or about May 16, 1955.

A prospectus, a copy of which has been filed under the provisions of the Companies Act will be promptly furnished on request.

Gairdner & Company Limited

Walwyn, Fisher & Co. — **Bankers Bond Corporation Limited** — **Gardiner, Annett Limited**

Stanbury & Company Limited — **Hagar Investments Ltd.** — **Yorkshire Securities Limited**

C. M. Oliver & Company Limited — **Sydie, Sutherland & Driscoll Ltd.**

CAREERS

This is Canada's national meeting place for executives who have positions to offer, and for those who have ability to offer

CAPABLE OFFICE TEAM AVAILABLE

Four enthusiastic young men, ages 22 to 33 University trained General and Cost Accountants, and two experienced Senior Clerks — presently employed by unprogressive company, offer their collective services to new or existing manufacturing companies, located in Ontario or Quebec.

Experience covers all phases of financial and cost accounting, as well as purchasing, customs and traffic, production and material control, timekeeping, and sales correspondence.

Will efficiently install or implement all necessary office and accounting systems as required.

BOX 378, THE FINANCIAL POST, TORONTO

EXCISE TAX RULING OFFICER

$4,980 - $5,700

Department of National Revenue, Ottawa

An Accounting Background Required

For Full Details Write To The

CIVIL SERVICE COMMISSION, OTTAWA

Quote Competition 55-486

ELECTRICAL ENGINEER

with exceptionally wide educational background

offers—five years professional experience, mostly in designing major regulated industrial drives and in industrial distribution systems

—proven capacity to evaluate and to absorb latest developments and techniques and to make original contributions

—ability to lead, teach, and inspire

seeks—position with steel, paper or mining company or well established consulting firm with scope for initiative and good opportunity for advancement.

Box 387, The Financial Post, Toronto

FINANCIAL EXECUTIVE

The healthy growth of an important Ontario sales organization with Head Office in Toronto, has made it desirable to engage a senior financial executive.

Candidates, to qualify for consideration must have had broad experience in all phases of industrial accounting with particular emphasis on the development of financial reports to management and budgetary and cost control procedures. A chartered accountant is preferred, age 35 - 45, with a minimum of five to ten years' industrial accounting experience. The successful candidate can expect a starting salary of not less than $10,000.

Since he will be required to assist the President in general administration, he must have proven skills in securing the ready co-operation of members of the organization.

Full particulars of education and experience are required from each applicant. The application, which will be treated in confidence, should be enclosed in an envelope marked "Financial Executive" and addressed to

PRICE WATERHOUSE & CO.

800 Royal Bank Building,

Toronto 1, Ontario

REFRIGERATION ENGINEER

Familiar with design, experimental development and manufacturing techniques for small hermetic compressors and domestic systems.

Seeking change to medium sized company with opportunity for professional growth in the same or related work.

Inquiries will be treated confidentially. For complete information, write

BOX 386, THE FINANCIAL POST, TORONTO.

OPPORTUNITIES

MANUFACTURERS

Are you satisfied with your Sales in the Province of Quebec?

Manufacturers' Agent organization covering wholesale grocers, tobacco and candy in the Province of Quebec, would like additional line.

Very good contacts with these wholesalers for nine years and territory very well covered.

BOX 397, THE FINANCIAL POST, TORONTO.

BUSINESS OPPORTUNITY

in the heart

of

THE HUGE ST. LAWRENCE HYDRO ELECTRIC AND SEAWAY PROJECT

Wholesale automotive supply and machine shop located on the main artery of a thriving eastern Ontario City at the doorstep of one of the greatest hydroelectric projects on this continent. 2500 square feet of floor space under 10 years lease with an option of a further 10 years. Also included in the lease are several other privileges. Reasonable rent.

The lines of merchandise carried in stock are all tops in their respective fields and are nationally advertised. These lines are all carried on a jobber basis.

The machine shop is well equipped to handle the present type of work and enjoys a good reputation in the district.

This is a going concern operating at a profit and there is a worthwhile reason for selling. This would be an ideal location for a firm wishing to establish a branch in this district. Only serious offers will be considered.

BOX 384, THE FINANCIAL POST, TORONTO

SYSTEMS – PROCEDURES – RESEARCH

An unusual opportunity to participate in an accounting reorganization

The Treasury Department of The Corporation of The City of Hamilton requires a supervisor of systems, procedures and research. Applicants must be capable of initiating accounting procedures, preparing manuals and undertaking research assignments and must be either a Chartered Accountant or a Certified Public Accountant. Initial salary range — $5,600.00 to $7,500.00 depending on experience. Benefits — pension, annual vacation, sick leave allowance, hospitalization — reply in absolute confidence, stating age, education, experience and salary expected to:

Paul Hickey, C.A.

Treasurer and Commissioner of Finance

The Corporation of The City of Hamilton

COMMERCE STUDENT

We have an interesting opportunity for a Commerce undergraduate who has completed his third year and who wishes to obtain industrial accounting experience this summer. For further details please give full personal information to:

BOX 383, THE FINANCIAL POST, TORONTO

CHIEF SALES EXECUTIVE

Major company in the food industry, operating on national and international basis, requires top calibre executive to head up its sales organization and be responsible for the formation and execution of sales policies.

The ability to apply broad knowledge and experience of the industry to all phases of marketing management is demanded. Must be capable administrator with capacity to develop a Master Sales Plan and organize and direct its successful operation.

Applications are invited from senior executives about 40 years of age with proven records preferably in large undertakings. Salary will be in keeping with the extensive responsibilities of the position. All replies in confidence to

BOX 379, THE FINANCIAL POST, TORONTO

LICENSING OPPORTUNITY PLASTICS

United States Manufacturer of laminated plastics with plants in the United States and Brazil seeking Canadian concern, individual or investment group to establish similar plant in Canada. We supply complete know how—trained engineers—technical and trade processes and secrets—procurement of equipment—machinery and material etc., etc. Unusual high rate of return on investment in fastest growing segment of plastics industry. Substantial investment required. Reply

BOX 394, THE FINANCIAL POST, TORONTO

INVESTMENT OPPORTUNITY DESIRED

Sales Manager, (P. Eng. Ontario) with international management experience, wishes to invest his energy, along with $25,000, in a new or growing business. Outright purchase or partnership considered, in confidence, of course.

BOX 402, THE FINANCIAL POST, TORONTO.

FURNITURE BUSINESS FOR SALE

Very prosperous and going concern in furniture manufacturing employing 120 men in exclusive location. Would be interested in hearing from someone who desires a real live business. It will take $500,000 to handle.

BOX 376, THE FINANCIAL POST, TORONTO.

WEST COAST AUTOMOBILE DEALERSHIP

FOR SALE: in British Columbia city with annual market of nearly 4,000 cars. Company holding franchise for two well known Motor Manufacturers, four popular makes of cars. Well stocked parts department serving large area. Well equipped workshop employing factory trained specialists. Mechanised office. Gas station. Showroom. Low rental in perfect location. Easy terms.

BOX 364, THE FINANCIAL POST, TORONTO.

AMERICAN COMPANIES

We are in touch with American companies interested in investing in or merging with progressive Canadian companies (with Net Worth exceeding $500,000). You may write us direct, or through your accountant, attorney or banker, in strict confidence (bank references will be gladly furnished). We will be glad to call on you to discuss this, at your convenience. No obligations, of course.

BOX 377, THE FINANCIAL POST, TORONTO

FOR SALE

Will sell outright or an interest in a company with the following holdings:

Mining Properties, 59 claims Athabasca Mining District.

Oil Properties, 2,000 acres P.&N.G. Lease land Oyen Alberta district.

Outright sale $50,000.00. All offers considered.

BOX 393, THE FINANCIAL POST, TORONTO

TRAFFIC RATE MAN

Expanding major industrial corporation with offices central Toronto has opening for man to handle rate quotations, freight bill auditing and rate proposal analysis, under age 35, with several years experience required. Salary to $6,000. All applications treated confidentially. Send complete details of education experience and salary expected to

Box 382, The Financial Post, Toronto

WE SELL ONTARIO COMPANIES

$50,000 - $500,000 Value

FOR OWNERS WHO WISH TO SELL OUT, RETIRE OBTAIN CAPITAL GAINS

BY USING—

The Employees Payroll Deduction Purchasing Plan method.

The Multi-Company Merger Plan method.

The Executives Payroll Deduction Purchasing Plan method.

The Standard way of a Seller Locating a Buyer with advertising.

ALL DEALINGS CONFIDENTIAL

Write for Descriptive Brochure

DRAPER REAL ESTATE CO. LTD.

1183 Lakeshore Rd., Toronto 14

EXPERIENCED PERSONNEL EXECUTIVE

Forty-year-old executive with seven years of varied experience, both in-company and as an external consultant, seeks appointment as company personnel manager or director of industrial relations. Acquainted with all phases of personnel work, particularly executive selection and development, counselling, communications, contract negotiations and grievance settlement. Well recognized professionally, skilled speaker, writer and conference leader, capable of developing a strong department. Toronto area preferred. Present associates know of this ad.

BOX 399, THE FINANCIAL POST, TORONTO.

ACCOUNTANT

Construction firm to the Mining industry requires an Accountant to take full charge of office. Location West end of Toronto.

Address applications to

Box 395, The Financial Post, Toronto.

Interested in type of position that requires selling with administrative qualifications. 14 years experience in sales finance business of which 8 years were as branch manager. Age 38, married, ex RCAF officer. Reply to

Box 385, The Financial Post, Toronto

TRUST OFFICER WANTED

Expanding trust company located in a progressive city of southwestern Ontario requires an experienced trust officer with organizational ability. Must have a full knowledge of wills and succession duties.

BOX 400, THE FINANCIAL POST, TORONTO.

REQUIRED IMMEDIATELY

By Public Relations Department of Major Canadian Manufacturer

PUBLIC RELATIONS ASSISTANT

To handle general P.R. assignments and to assist editor of company publication. Must be clear, accurate and painstaking writer capable of producing news stories and features. Extensive company benefits, fine working conditions and better-than-average salary for the right man.

Send full particulars to:

BOX 388, THE FINANCIAL POST, TORONTO

Our employees have been advised of this advertisement.

COMPTROLLER

A Toronto organization engaged in large-scale development of residential sub-divisions, industrial sites, and shopping centres, requires a competent accountant to assume immediate duties as Assistant Comptroller, with promotion to the post of Comptroller within six months.

This is a senior position and offers opportunity with a well established group of companies for a man not over 35 years of age, preferably a Chartered Accountant, with several years industrial experience. Employee benefits include pension plan and group insurance.

Please furnish full details in confidence to Box 401, The Financial Post, Toronto. Our staff are aware of this advertisement.

Young Executive, B.Com., presently employed on Comptroller level with Automotive Firm, desires change where opportunity is not limited. Sound practical knowledge of Finance, taxation, cost-analysis and management problems. Western Canada preferred.

BOX 403, THE FINANCIAL POST, TORONTO.

TIME FOR A FRESH APPROACH?

If your product needs a fresh approach, here's your chance; if you haven't time for a fresh approach, here's my chance!

University graduate in economics, presently employed as Assistant to the President, 6 years broad experience in drug industry, export and domestic, in sales, merchandising, advertising and brand management, offers real assistant at executive level. Splendid Spanish, fair French, 30 years of age, single, Canadian, ex-naval officer. Wanted: a team with pennant potential.

BOX 396, THE FINANCIAL POST, TORONTO

ADMINISTRATIVE ASSISTANT

Ambitious young man, 26, with University degrees in law and business administration seeks staff position. Free to travel. Excellent references.

Box 380, The Financial Post, Toronto.

SALESMAN

Intangible and tangible sales, accounting and supervisory experience.

Enthusiastic worker with initiative and imagination, willing to study, is desirous of obtaining position with progressive company who offer supervisory and managerial future.

Married, age 28.

Box 397, The Financial Post, Toronto

CHEMICAL SALESMAN

To develop industrial applications of products derived from lignin. Applicants should have a degree in science or engineering and some selling experience. Write giving full particulars including salary expected. Replies confidential.

Box 334,

The Financial Post, Toronto.

WANTED

PARTNER—FINANCE COMPANY

Well experienced personal loan executive with $5,000 capital seeks inactive partner (partners) with $45,000 to open small loan office in Ontario town. Good return assured with excellent growth possibilities.

BOX 390

THE FINANCIAL POST,

TORONTO

SALES — TELEPHONE

Intelligent, well-spoken men with some sales background to sell subscription contracts to Executives, for long established Nationally known business service Publication. Greater Toronto Area. Salary and draw while learning. Top commission for new and repeat business; liberal bonuses. Protected territories. Life time benefits with century old Organization for steady man with imagination and good sales potential — Group insurance, Free hospitalization, paid vacations, pension plan.

For appointment call; After 9 a.m. Friday, May 6

JOURNAL OF COMMERCE

Mr. Sinisi • EM. 8-8183 • Toronto

WHOLESALE BUSINESS FOR SALE

$35,000

Exceptional opportunity for aggressive sales engineer. Location Toronto. No credit risks or inventory. Small modern office. Latest equipment. Low overhead and expenses. Sales exceed $150,000. Estimated potential over $500,000 depending on effort. Internationally advertised industrial and domestic and electrical equipment. (No appliances or retail sales.) Dominion charter. Will sell minority holdings now with provision to take over control when owner retires in near future. Audited statements available after first interview to approved parties. Business does not need additional capital. This is an exceptional opportunity for a top notch sales engineer to expand this business and earn above average remuneration.

Box 389, The Financial Post, Toronto.

2,500 sq. ft. OFFICE IN OTTAWA

A complete floor in Ottawa's newest and most modern building . . . centrally located on Laurier Ave., close to Bank Street.

Well lighted, latest autotronic elevators, and convenient parking facilities.

Ideally situated for Ottawa office of insurance, financial or large industrial organization — or as regional or national headquarters of a trade association or social service agency.

Immediately available. For information, phone:

IN OTTAWA: Alan Kelly, 227 Laurier Ave. W., 3-4985

Toronto General Trusts Corporation

Elgin and Sparks Streets 2-3791

IN TORONTO: R. T. Whittall, Manager, Mortgage Dept.

The Excelsior Life Insurance Company

36 Toronto Street EMpire 6-9771

FOR SALE OR LEASE

26,750 SQ. FEET

- NEW SINGLE STOREY INDUSTRIAL BUILDING
- FRONTING ON QUEEN ELIZABETH HIGHWAY
- 7 MILES FROM DOWNTOWN TORONTO
- ATTRACTIVE EXECUTIVE AND GENERAL OFFICES
- ADDITIONAL LAND FOR FUTURE EXPANSION

Detailed information on request

Ask for Mr. Astles

A. E. LePAGE

LIMITED

REALTORS

320 BAY ST., TORONTO EM. 3-5854

OUTSTANDING OPPORTUNITIES

The positions offered here present great possibilities for advancement and responsibility in one of the world's largest marketing organisations.

YOUNG MARKETING MAN WANTED

Experience:	Food marketing preferably, although obvious potential will be considered. Bilingualism preferable, but not essential.
Age:	20-30.
Duties:	Assisting Brand Manager in dealings with all departments, Accounting, Purchasing, Research, Sales, etc. as well as with advertising agencies.
Salary:	Above average for young executives.

MEDIA ASSISTANT WANTED

Experience:	Must have a working knowledge of media throughout Canada. Must be able to meet and talk intelligently with media representatives. Bilingualism preferable, but not essential.
Age:	Preferably between 24 and 30.
Duties:	Obtaining and presenting media recommendations to meet specific requirements of Brand Managers.
Salary:	About the same as agency media men receive.

REPLY IN WRITING TO:

Mr. L. S. Terry

LEVER BROTHERS LIMITED

Lever House, 299 Eastern Ave.,

Toronto 8, Ont.

INDUSTRIAL CONSULTANT

For Toronto office, aggressive young man with university education and industrial experience preferred, to train for permanent position as consultant on industrial development to senior management in industry. Confidential application and photograph to

BOX 398, THE FINANCIAL POST, TORONTO.

CHARTERED ACCOUNTANT AVAILABLE

Sales and administrative experience, B.Com., highest qualifications; broad experience in accounting, financial management, methods, procedures; energetic, adaptable, effective, conscientious, interested in all aspects of business; excellent references; 31, married, speaks French, willing to relocate.

Seeks executive responsibility in progressive industrial, commercial or financial corporation.

BOX 392, THE FINANCIAL POST, TORONTO.

— WANTED:

Creative Advertising Account Executive

If you want greater scope to increase your stature in advertising you should investigate this opportunity.

You must have a successful agency background. This is no challenge for a beginner. You must be a consistent producer of fresh, persuasive copy and be able to conduct yourself intelligently in any phase of present-day agency service. You are married, not over forty, energetic and in good health, of course.

You will be responsible immediately for several clients. You will write for these and others and you will work closely with management in the development of new business. All of our people know of this advertisement, so apply fully, in complete confidence. Demonstrate your persuasive ability!

BOX 408, THE FINANCIAL POST, TORONTO.

INVESTMENT SALESMAN

Old-established investment firm, Member of The Investment Dealers' Association of Canada and The Toronto Stock Exchange, requires experienced salesman for Eastern Ontario Territory. Good appearance and background essential; University education preferred. Position offers salary and commission, with usual employee benefits and pension fund. Give complete details to

Box 410 The Financial Post, Toronto.

Our staff is aware of this advertisement.

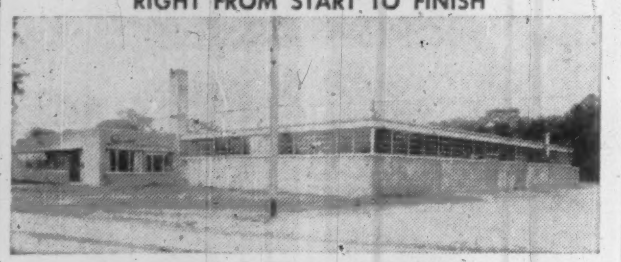
DISTRIBUTORS WANTED

Excellent exclusive territories available to wholesale America's new sensational Whip Drink to soda fountains, drug stores, lunch counters, etc. Minimum investment of $2,500 required. Experience in handling sales crews desired.

BOX 409, THE FINANCIAL POST, TORONTO.

Real Estate A Dominion-wide market place for buyers and sellers of land, residences and commercial buildings.

INDUSTRIAL CONSTRUCTION RIGHT FROM START TO FINISH



Project #147 Stanley Mfg. Co. Ltd.

- SITE SELECTED for Economical Plant Construction
- DESIGNED by Professional Architects and Engineers
- RAPIDLY CONSTRUCTED
- FINANCING Arranged by Lease or Contract

FINLEY W. McLACHLAN LTD.
195 FAIRBANK AVE. RE. 1138 TORONTO

DO YOU NEED WORKING CAPITAL?
If so, we can sell your properties for cash and you may
Lease Them Back
ON FAVOURABLE TERMS
For full details contact
E. W. GLADSTONE
REALTOR
Member Toronto Real Estate Board
456 Spadina Ave., WA. 2-3154

OFFICE SPACE

High grade subway location, particularly suitable for Finance, Insurance, Stock Broker, etc. Large Display Window, Modern Washrooms, Air Conditioning, and Fluorescent Lighting. Consult,
JOHN H. FEELEY LTD.
2 College St. Toronto WA. 2-1970

COMMERCIAL BUILDING
in the Downtown Chatham, Ontario, area located across from proposed City Parking Lot. Solid Brick, 3 Storey, Electric Freight Elevator, Size of Building 74 feet frontage by 94 feet depth — Owner Retiring — Cash or Terms — PRICE $85,000.00.
BERNIE BABKIRK REAL ESTATE
Duff Building
CHATHAM, ONTARIO

CONSULT INDUSTRIAL PROPERTY SPECIALISTS
Whether you're buying, selling or renting a factory or warehouse, it will pay you to take advantage of experienced counsel.
- Buildings constructed for lease or purchase on site desired.
- Financing arranged.
- Present premises disposed of.

347 BAY ST., TORONTO — EMpire 3-6191
Member, Society Industrial Realtors (U.S.A.)
LYONS LIMITED
INDUSTRIAL REALTORS
Established 1926

- now renting
DOWNTOWN
*office centre
OCTOBER 31st OCCUPANCY
(sooner if required)
Right in Toronto's Commercial centre, among first-class buildings, bounded by Yonge, Queen, Victoria and Richmond Streets, presently occupied by Confederation Life Association.

- Long or short term lease
- Available in small areas if desired, larger areas in 1,000, 5,000 and up to 50,000 sq. ft. at reasonable rates.
- Right next to subway
- Adequate washroom and vault facilities
- Fluorescent lighting and partitioning to suit tenant
- Air conditioning if desired

FULL COMMISSIONS WILL BE PAID TO CO-OPERATIVE BROKERS
For further information, write to:
R. K. WILLIAMS
REAL ESTATE AND PROPERTY MANAGEMENT
Agents for Queen-Yonge Investments Ltd.
SUITE 302, 165 YONGE ST., TORONTO, PHONE EM. 6-2084
*Registered by Queen-Yonge Investments Ltd.
5502

INDUSTRIAL CONSTRUCTION
DESIGNED, ENGINEERED, CONSTRUCTED AND FINANCED TO YOUR NEEDS
BUILT FOR SALE OR LEASE
Our complete service includes Site selection, Preliminary plans, Architectural and Engineering recommendations and proposals on a Sale or Lease basis at no obligation to you.
You are invited to write for our Industrial Brochure which contains information about available sites in Metropolitan Toronto and further information about the type of services we have to offer.
INDUSTRIAL LEASEHOLDS of TORONTO
33 BLOOR ST. EAST, TORONTO PHONE WAlnut 4-6641

FOR SALE — DOWNTOWN OSHAWA PROPERTY

Opposite Genosha Hotel—Three blocks from main intersection. Frontage on three streets, 44,000 sq. ft. of land area. 168 ft. fronting on King Street.
Three-storey re-inforced cement building, with parking on roof. 1st Floor approximately 17,400 sq. ft., 2nd & 3rd Floors approximately 13,500 sq. ft., Basement approximately 5,000 sq. ft.
Possession July 1st. Brokers protected.
ONTARIO MOTOR SALES LIMITED
86 King St. East. OSHAWA, ONTARIO

Crown Life To Split Stock, Allot Surplus

A $400 increase in the per-share market price of Crown Life Insurance Co. stock followed announcement of plans for a stock split and capitalization of shareholders' surplus.

Shareholders will vote May 12 on two proposed bylaws. The first provides for a 10-for-1 split of Crown's $100-par shares; at present, 10,000 shares are authorized and 5,525 outstanding. The second bylaw provides that the tax-paid shareholders' surplus of $447,500 be capitalized and distributed to shareholders of record May 2 on the basis of 4,475/5,525 of a share for each new $10-par share held.

Effect of the two bylaws will be to give shareholders nearly 18.1 new $10-par shares in exchange for each old $100-par share. However, no fractional shares will be issued. Instead, they will be combined into even shares, sold, and the proceeds paid to individual shareholders proportionately in lieu of the fractional shares they would otherwise be entitled to receive.

Old stock of Crown Life had the highest per-share market price of any actively traded Canadian stock, following a sharp rise during the past year. Trading at $850 a share in April, 1954, it doubled in price in the next six months.

Last sale before announcement of the proposed bylaws on April 22, 1955, was at $2,200 a share. Next trade was $400 higher, at $2,600. Market in the new par-$10 shares early this week, after the May 2 record date, was $140 to $145 on a "when, as and if issued" basis, according to brokers specializing in unlisted stocks.

Directors have declared a quarterly dividend of 35c a share for the quarter ending June 30, subject to confirmation of the two bylaws. Adjusted for the stock-split and capitalization, this is approximately one third higher than the old rate of $5 per share per quarter.

PACE SETTER 1955
Enduring design — superlative craftsmanship — these forthright qualities demanded by the most discriminating are blended in this new superb contemporary home.
It fulfills all facets of today's pleasurable living. A few unique details: mahogany lower living room, flagstone terrace, Mexican water-color tile panelled den, natural stone and woodgrain, Thermopane windows.
The written word limits adequate description. Price $49,800.
Contact Kenneth A. Sinclair
H. W. COOKE & SON
Real Estate
2094½ YONGE ST., TORONTO.
MAyfair 9178

FOR SALE
Woodworking Plant
In progressive Eastern Ontario town, building sprinklered throughout, modern equipment, individual drive, new low pressure boiler and air compressor, dry-kiln capacity 60,000 feet, large dry lumber shed — tracked for kiln trucks, lumber yard approximately 5½ acres. Centrally located in industrial area. R.R. siding also on regular truck route. Close to raw materials either soft or hardwood. Enquiries treated strictly confidential. Privately owned — owner desires retirement.
Box 370, The Financial Post, Toronto

Trend of Business

Apartment loaning under NHA seems to have dipped into a lull. Rental loans approved for insuring in first three months number only 1,267 units, or less than half the 3,443 units approved first quarter last year. (Rental loans are chiefly apartments, of course.)

Buying power is still rising in spite of unemployment. Employment too is higher than last year and average earnings are up; average hours worked per week are a shade higher. Average weekly wage in manufacturing is $58.36 at latest up from $57.14 a year earlier. In durable manufacturing industries the average is higher, $63.25, an increase over $61.77 last year. Miners still make the highest average wages, $69.73, up 29c over last year.

Railways have been showing real improvement in their not-too-good net earnings. Canadian National cut costs enough to net $4.2 millions in first quarter this year in place of its first quarter deficit of $2.5 million last year. Gross earnings increased faster than working expenses for Canadian Pacific to give it first quarter net earnings of $4.7 millions or about two thirds more than last year.

Department store sales in week ended April 23 were 14% higher than the corresponding week last year. Gains were: British Columbia 23%, Ontario 23%, Quebec 19%, Manitoba 0.5%, Atlantic provinces 0.3%. Alberta saw a decline of 7%, and Saskatchewan 9%.

Exports this year to April 1 are 12% higher in value than same period last year. Exports to U. S. are up 8%, to U. K. up 35%, to other Commonwealth countries, up 40%. Exports to foreign countries other than the U. S. are down 3% though.

Imports this year to April 1 are up 10% over the same period last year. Imports from U. S. are up 12%, from Commonwealth countries other than U. K., 25%, from foreign countries other than the U. S., up 4%. Imports from U. K. are down 3% though.

We have an import surplus of $55 millions for first three months. Last year imports exceeded exports by $60 millions for the same period.

Urban transit systems carried 6% fewer passengers last month than year earlier, which continues a long downtrend.

Home ownership loans approved under NHA first three months this year account for 7,310 units, an increase of 24% over the same period last year.

Outstanding orders of over 900 manufacturers in various industries were down 0.5% at the beginning of March from a month earlier and down 10% from a year earlier. New orders during February declined 7% from the month before and 6% from the same month last year.

Manufacturers' investment in inventory — raw materials, goods in process, finished products — up 0.3% in February from month earlier, down 3.7% from year earlier.

Textile manufacturers' outstanding orders at beginning of March were 42% higher than same time last year, and up slightly from a month earlier this year.

Paperboard production in first quarter was 2% higher than last year, and 4% higher than the year before that.

Egg production this year to April 1 is 5% higher than last year in quantity.

Corporation profits before taxes, were up 5% in final quarter of last year, above the corresponding quarter of the year before, it's now estimated. But total 1954 profits before taxes, were 6% less than the year before because of weakness earlier in the year.

Farm cash income last year is now estimated 14% lower than last year, a slight downward revision of earlier estimates. Weakness almost all on Prairies, ranging from 15% decline in Manitoba to 36% in Saskatchewan.

Population hit 15,482,000 at March 1, it's estimated. That's gain of 0.5% over Dec. 1 last year and 2.6% more than March 1 last year. The increase during first quarter this year works out to an annual rate of 1.9%. Increase in first quarter last year was at annual rate of 2.1%, first quarter of 1953, 1.9%. March-August is usually biggest period of population growth because heaviest immigration is then.

Major Weekly Indicators

	LATEST WEEK	Week Ago	Month Ago	Year Ago
Department store sales (% ch. from year earlier)	+14%	+2%	—4%	—2%
Carloading, total (cars)	61,512	71,605	68,443	66,274
Eastern Canada (cars)	42,171	46,664	46,786	43,362
Western Canada (cars)	19,341	24,991	21,657	22,912
Iron & Steel (m'fd) (cars)	991	271	1,322	1,045
Ores, concentrates (cars)	3,083	2,003	2,972	2,525
Base metals	719	746	662	695
Lumber, timber, plywood (cars)	3,159	4,622	4,233	3,434
Cement (cars)	851	935	690	1,026
Passenger car prod. (no.)	11,306	10,238	10,122	....
Truck production (no.)	3,067	2,758	1,966	....
Bus. failures 4-wk. moving av. (no.)	27.8	31.5	44.3	23
Chartered banks				
Personal savings ($ millions)	5,455	5,449	5,391	5,931
Loans outstanding ($ millions)	4,015	4,004	4,017	4,032
N.H.A. mtge. holdings ($ millions)	116	113	108	...
Bank of Canada holdings of securities ($ millions)	2,229	2,216	2,159	2,265
Short term govern. ($ millions)	1,404	1,386	1,325	1,679
Long term govern. ($ millions)	813	818	822	562
Other securities ($ millions)	12	12	12	23
Canadian dollar (U.S. cents aver.)	101.144	101.407	101.758	101.375
Yield, 114 stocks	4.46%	4.48%	4.54%	5.24%
Dom. Bond yield index ('35-'39=100)	95.7	95.7	95.4	100.3
T.S.E. industrial index	387.25	386.04	380.96	342.02
Bank clearings				
Montreal ($ millions)	596	584	489	483
Toronto ($ millions)	726	833	674	610

Facts by the Month

	LATEST MONTH AVAILABLE	One Month Previous	Two Months Previous	One Year Previous
WHAT WE PRODUCE				
In all industries (Index)	238.5	240.6	254.4	229.1
In factories (Index)	241.7	242.4	258.0	240.1
Total nondurable goods (Index)	208.8	211.9	231.8	201.9
Food and bev. (Index)	193.3	207.7	244.2	183.8
Textiles (Index)	179.4	169.1	177.5	151.9
Clothing (Index)	143.5	142.1	147.5	148.3
Chemical products (Index)	276.5	269.0	282.2	276.5
Total durable goods (Index)	293.3	290.1	299.1	299.7
Iron & steel products (Index)	241.3	229.0	245.7	258.3
Primary iron & steel (Index)	262.8	234.8	264.1	275.1
From mines (Index)	205.1	213.4	228.2	171.6
Metals (Index)	121.5	127.1	133.3	100.5
Nonferrous smelting refining (Index)	251.2	261.7	260.4	209.8
Gold (Index)	102.3	107.6	111.3	81.9
—From farms				
Hogs graded (000)	572	436	482	484
Cattle delivered (000)	172	125	152	165
Flour (Index)	127.0	132.1	154.3	136.0
—From sea				
E. Coast catch ($000)	1,439	1,882	3,273	1,265
W. Coast catch ($000)	450	1,344	1,048	457
—From forests				
Newsprint (000 tons)	539	479	491	515
Pulp (000 tons)	864	760	785	822
—In powerhouses				
Electricity (Index) (seasonally adjusted)	288.1	290.6	282.7	247.6
WHAT WE SELL—				
Retail sales ($ millions)	839	1,208	2,007	800
Dept. stores sales ($ millions)	81	67	69	80
Wholesale sales (value) (Index)	322.9	305.3	357.1	312.8
▪Mfrs. outstdg. orders (value) (Index)	80.9	81.3	76.9	89.5
Pass. car sales (units)	22,084	17,810	19,450	23,788
WHAT'S ON HAND—				
Mfrs. inventories (value) (Index)	101.0	100.6	100.8	106.1
Dept. store stock sales ratio	3.5	3.4	1.9	3.1
SPENDING, SAVING POWER—				
Labor income ($ millions)	934	1,025	1,028	945
Dividend payments (Index) (annual rate)	261.7	260.1	260.5	247.8
JOBS—				
Employment (Index)	105.8	109.1	112.1	107.0
Mfg. employment (Index)	103.6	103.2	105.5	108.3
CONSTRUCTION—				
Contract awards ($ millions)	189	218	123	105
FOREIGN TRADE—				
▪Exports ($ millions)	355	301	310	321
▪Imports ($ millions)	407	308	307	353
MONEY—				
Money supply ($ millions)	5,347	5,392	5,456	4,953
Cheques cashed ($ millions)	11,065	12,068	13,809	10,884
Notice deposits ($ millions)	5,746	5,615	5,532	5,093
Current public loans ($ millions)	3,711	3,788	3,824	3,814
Life insurance sales ($ millions)	266	230	224	244
PRICES—				
Consumer price (Index)	116.0	116.3	116.4	115.5

Index bases: production wholesale sales 1935-39=100; employment, payrolls, 1949=100; consumer price index, 1949=100; manufacturers' inventories, outstanding orders, Dec., 1952=100.

STRATEGIC MATERIALS—Production and Supply—

	Latest Month	Month yr. ago	Yr. to date	% chge. yr. to date
Steel ingots and castings (000 tons)	321	267	638	+13
Primary copper (000 tons)	25.0	18.5	51	+42
Nickel (000 tons)	13.1	11.8	27	+10
Cement (000 bbls.)	1,659	1,609	3,357	+6
Lumber (millions fbm.)	601	408	601	+47
Lumber exports (millions fbm.)	330	186	330	+77

▪New items this week.

Date of issue for your file, The Financial Post, May 7, 1955.

CLASSIFIED ADVERTISEMENTS

CLASSIFIED ADVERTISING RATES
Flat rate, per word .12c
Minimum charge $3.00
Each initial, figure or fraction, abbreviation and sign counts as one word; if a box-number is desired, the words "Box 100, The Financial Post, Toronto," count as six words. When replies are mailed to advertiser, 15 cents extra is charged. Closing date—Copy must be in Toronto office by Tuesday a.m. Classified advertising is strictly cash in advance.

Business Opportunities

FOR RENT

MONTREAL BRANCH SALES OFFICE service at very low cost. Let us explain without obligation. MERCHANDISE BUREAU, 1103 Mayor Building, Montreal 2.

POSITIONS AVAILABLE

MANAGER FOR printing firm specializing in cheque and other financial printing. Experience in sales promotion desirable. Please give in confidence experience, references, salary. Box 391, The Financial Post, Toronto.

POSITIONS WANTED

EXECUTIVE AVAILABLE, 34, Top level, small company experience in all phases of management, know how to handle people as well as problems.
Background. Organizer and president of TV mfg. co. Travelled extensively. Have previous engineering and production background. Designed and developed new products and machinery.
Seeks challenging opportunity as administrator, assistant or manager of growing organization in the electronic or allied field. Box 356, The Financial Post, Toronto.

MECHANICAL ENGINEER, Doctor of Science, Massachusetts Institute of Technology. Planning and administration research and engineering services, market research, product planning, quality control, operations research. U. S. Citizen. Age 33. Box 381, The Financial Post, Toronto.

PROFESSIONAL ENGINEER, five years experience as Safety Supervisor and Personnel officer in medium size mine. Desires position as SAFETY SUPERVISOR or assistant to the PERSONNEL MANAGER in a larger enterprise, mining or other fields, Box 405, The Financial Post, Toronto.

YOUNG EXECUTIVE, university graduate, five years experience with a firm of management consultants seeks an opportunity as assistant to the President or Chief Executive of an industrial enterprise. Proven administrative ability. Prepared to accept any assignment that offers an incentive. Box 404, The Financial Post, Toronto.

INDUSTRIAL MANAGER in early forties, good connections, excellent references, with background in abrasives and chemicals manufacturing, industrial relations and engineering, proven administrative ability and knowledge of merchandising and sales, seeks position. Initial position and salary secondary. Presently in Toronto; will locate anywhere. Box 406, The Financial Post, Toronto.

CHEMICAL AND METALLURGICAL ECONOMIST, 56, German Doctor of Chemistry, immigrant, 25 years' experience in industrial economics, statistics and wholesale trade, specialist in world production and world commerce of metals, oils, chemicals and related products, good knowledge of 5 languages (English, French, German, Spanish and Italian), seeks position in industry, wholesale trade, commercial, statistical or brokerage organization etc. Box 407, The Financial Post, Toronto.

DIRECTORY OF Chartered Life Underwriters
ESTATES PENSIONS FAMILY INCOMES

SAMUEL LITWIN, C.L.U.
Estate and Business Insurance Analyst
Sun Life of Canada
Sun Life Building MONTREAL UN. 6-6411

NORMAN COWAN, C.L.U.
PENSION CONSULTANT — BUSINESS INSURANCE — ESTATE PLANNING
THE IMPERIAL LIFE ASSURANCE COMPANY OF CANADA
TORONTO 320 BAY STREET EMpire 8-8365

HARVEY D. ORMEROD C.L.U.
THE LONDON LIFE INSURANCE COMPAY
15 KING ST. W. HAMILTON JA. 2-1347

ANDREW J. ELDER, C.L.U.
THE LONDON LIFE INSURANCE COMPANY
25 King St. West — TORONTO — EMpire 6-9403

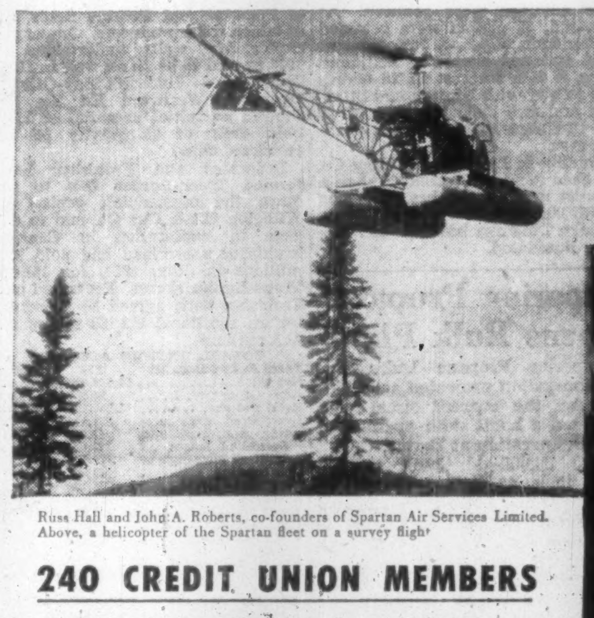
FERNAND de HAERNE, C.L.U.
Estate Analysis — Succession Duties — Business Insurance
NORTHERN LIFE ASSURANCE CO. OF CANADA
815 University Tower Building
MONTREAL UN. 6-8731

REG. C. ELLIS, C.L.U.
Specializing in Term Insurance Plans
OCCIDENTAL LIFE INSURANCE COMPANY OF CALIFORNIA
80 Belsize Drive TORONTO 7 MA. 9800

MORT. L. LEVY, C.L.U.
THE IMPERIAL LIFE ASSURANCE COMPANY OF CANADA
320 BAY ST. TORONTO EM. 8-8365

HOWARD J. CROFTS, C.L.U.
Business Insurance and Estate Planning
THE LONDON LIFE INSURANCE COMPANY
25 King Street West — TORONTO — EMpire 6-9403

NORMAN W. SMITH, C.L.U.
Branch Manager
NORTH AMERICAN LIFE 301 Huron & Erie Bldg., London, Ont.
Consultant in Group Life, Pension — Estate Planning



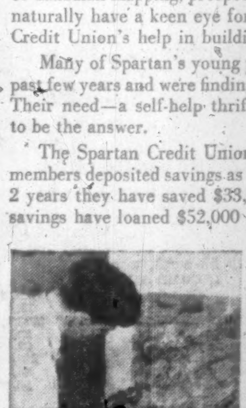
Russ Hall and John A. Roberts, co-founders of Spartan Air Services Limited. Above, a helicopter of the Spartan fleet on a survey flight

240 CREDIT UNION MEMBERS SAVE $33,000 IN 2 YEARS
. . . and pilot their way to financial security

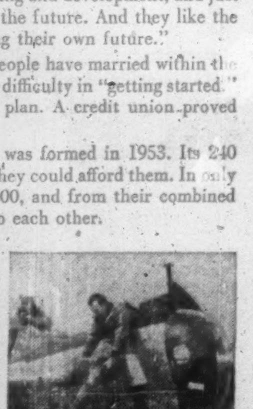
Mr. Roberts, Spartan's President, says, "We find that the credit union encourages savings and answers the everyday credit problems of our people. Our men are in the forefront of Canadian mapping, prospecting and development, and just naturally have a keen eye for the future. And they like the Credit Union's help in building their own future."

Many of Spartan's young people have married within the past few years and were finding difficulty in "getting started." Their need—a self-help thrift plan. A credit union proved to be the answer.

The Spartan Credit Union was formed in 1953. Its 240 members deposited savings as they could afford them. In only 2 years they have saved $33,000, and from their combined savings have loaned $52,000 to each other.



A Credit Committee of three approves credit union loans for Spartan employees. The credit union operates at no expense to the company. Committee member Jim Nidd, shown examining aerial survey, helps run his company's credit union on his own time.



More than 20,000 credit unions now serve 9 million people in the Western Hemisphere. Pilot Jack Fleming and navigators Cliff Johnson and Benny Lynch are three of the Spartan Credit Union members who enjoy easy, profitable savings and low-cost loans.

A CREDIT UNION such as this, is simply a group of friends who join together for greater financial security. They use their credit union for easy saving right where they work. With the funds provided by these pooled savings, members can borrow at low interest rates to meet unexpected expenses or to save themselves from the burden of high finance charges. There's no embarrassment, no red tape, because members run the credit union themselves. Its profits are their profits.

Many credit unions provide the added protection of special life insurance at no premium charge. This means savings may be doubled up to $1,000 if a member dies. And loans may be cancelled in the event of death or total disability.

Any group of 50 or more people can organize a credit union. Take the same simple step Spartan Air Services took . . . write for full information on how to start a credit union *today*.

CLIP AND MAIL
Dept. F-4, Credit Union
P.O. Box 65, Hamilton, Ontario
Please send me, without cost, complete information on organizing a credit union.
Name....................
Address....................
....
Company Name....................

ANNOUNCEMENT

DAVID L. MENZIES

David L. Menzies of Toronto was elected President of Mead Johnson & Co. of Canada Ltd. at the recent annual meeting of the company. Mr. Menzies formerly was Vice-President and General Manager. His appointment highlights an extensive program of expansion and consolidation by the Canadian company.

SALES MANAGERS!
Dramatized Meetings Get Maximum Results

Planning
Writing
Performers
Direction
call
GEORGE TAGGART
SHOWMANSHIP SERVICES
Specialists in "Live" Presentation
Themes • Sparkers • Demonstrations
Skits • Coaching • Entertainment
Consultation Without Obligation
WA. 1-3161
37 Isabella — Toronto 5

FOR DEPENDABLE INTERCOM

CALL Executone
COMMUNICATION SYSTEMS LTD.
331 Bartlett Av., Toronto ME. 9961
National Sales & Service

Drive out Basement dampness

—with the amazing FRIGIDAIRE ELECTRIC DEHUMIDIFIER

Only 18¼" high—20½" long—11¾" wide

Plug this amazing device into any convenient outlet, and presto — your moisture worries are over for good! Without muss, fuss or messy chemicals. Styling harmonizes with furnishings. Lightweight and easily portable.

Positively controls moisture in . . . linen closets, basements, playrooms, storerooms, workshops, warehouses, or any closed area up to 8,000 cu. ft.

See your Frigidaire Dealer for further details. Or write Frigidaire, Toronto 13, Ontario, for free folder.

Built and backed by General Motors

What's New

New products, new uses, new ideas, new money-makers. We report them here and invite your contributions. Write to 481 University Ave., Toronto.

Elevator Voice

A tape-recorder helpmeet for automatic elevator users. When there's delay in operation, it advises: move away from the door, press the floor button, etc. For department stores, it will call out floor numbers, list merchandise. Custom recordings are also available.

* * *

Blueprint Copyist

Xerographic copying equipment reduces engineering drawings to specified sizes on paper masters, makes 100 copies within five minutes. Xerography is a dry, electrical process requiring no intermediate negatives, sensitized papers, or water or liquid chemicals, manufacturers explain. Eliminated are wet processing and hand-shearing operations to reproduce drawings.

* * *

Push-Button Flying

A push-button position and homing indicator for aircraft. Enables a pilot to home on any of five airports, indicates how many miles to go. Push a button and the instrument gives course and distance. It is independent of ground and airborne radio.

* * *

Atomic Insect-Killer

Preliminary designs are announced for commercial atomic radiation equipment to kill insects in food grains, keep potatoes from sprouting for 15 months. Plans call for mobile units for trucks, freight cars, semimobile units for grain elevators. The unit will be priced about $40,000, plus cost of the cobalt radiation source.

* * *

Water-Resistant Shoes

Leather shoes tanned with a new silicone process — Sylflex —become permanently water-resistant and continue to "breathe." Promoters state that, unlike other water-resistant processes, this one keeps the leather soft and pliable.

* * *

Folding Pails

Lightweight 20-gauge Vinylite plastic pails and wash basins can be folded up and tucked away in some small corner of a pack-sack or basket. All seams are electronically sealed. Designed for use by prospectors, campers, picnic parties, etc.

* * *

Midget Kitchen Unit

For small apartment dwellers, motel owners who want to save space — a combination sink, stove and refrigerator. Refrigerator is a sealed unit, with lots of space for ice cubes or frozen food and a 4½-cu.-ft. cabinet. Stove has two or three metal-covered, high-speed cooking elements. Sink is stainless steel.

Company Reports

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

Mining

GOD'S LAKE GOLD MINES had a $212,962 1954 net loss after writing off $207,896 of investments in mining development companies, but expanded its interests considerably.

Additional working capital provided by new financing was utilized in exploration programs in Manitoba, Ontario and New Brunswick. New groups were secured in promising areas through staking. A 26-claim group was staked in Bird River nickel-copper area, two groups totaling 31 claims in Populus Lake nickel area, Ontario, and a number of groups in New Brunswick.

Some 11,000 ft. of drilling on anomalies at Lynn Lake failed to reveal anything of importance. Further drilling of the copper-zinc occurrence on Lynn Lake ground proved more productive and further work is planned this year.

Blocks of 600,000 shares of Astonish Lake Uranium, 600,000 Twin Mountain Uranium and 300,000 Killala Lake Mines were acquired for interests in Blind River, Oka and Manitouwadge areas.

Although almost $100,000 was spent on New Brunswick exploration, work was unproductive and some holdings were reduced. At year end, 82 claims were retained at Benjamin River, a 20% interest in 30 optioned claims at Benjamin River, a 25% interest in 28 claims held jointly with Nipiron and Stratmat; and two staked groups of 45 and 40 claims in Fredericton uranium area.

Holding in Lyndhurst Mining Co. has been increased to 506,250 shares. Interest in Wekusko has been sold for $75,000 since year end while part of Lake Lingman holdings has also been liquidated.

INCOME ACCOUNT

Years Ended Dec. 31:	1954	1953
Nonoper. rev.	$41,892	$15,255
Less: Adm., gen. exp.	29,788	47,916
†Outside expl. w/o	†225,066	10,467
Loss for year	212,962	43,128

†Includes $207,896 investments in mining development companies written off.

Earned per Share	d$0.047	d$0.009

CONDENSED BALANCE SHEET

As at Dec. 31:	1954	1953
Cash	$79,353	$24,144
Accts., etc., rec.	1,175	1,268
Shs. produc. cos.*	498,596	437,869
Invests.	4,858	449,332
Invt. develop. cos.	460,726	512,646
Total curr. assets	1,044,708	1,425,259
Sundry assets	14	25
Invest. in subsid.	50,375	50,375
Expl. & mine dev.	400,056	232,457
Total assets	1,495,153	1,708,116
Total curr. liab.	......	1
Capital stock	2,687,831	2,687,831
Less: Deficit	1,192,678	979,716
*Market value	764,247	647,012
Working capital	1,044,708	1,425,258

FEDERATED PETROLEUMS had a net loss of $58,105 in 1954 against a $74,309 1953 profit. Production income was about $115,000 lower at $1,350,572. Working capital dropped $731,000 to $155,096 after purchase of 21,300 shares of Home Oil Co. and spending $193,141 on exploration, development, land acquisitions, geophysical surveys, drilling, etc.

Holdings in Home Oil Co. are now 604,779 shares or 25.65% of outstanding capital of the company.

A participation was taken in drilling of eight development wells in Pembina and Erskine fields, all of which were producers. One of six exploratory wells undertaken in 1954 proved to be an oil well in 1955. This well — Hudson's Bay-Oilwell Operators Westward Ho No. 1— showed an initial potential of 1,003 bbls. daily of 35 gravity oil on restricted flow.

Federated and Frobisher have formed Trans-Border Oils to acquire the outstanding capital of Williston Oil & Gas Co. and to engage in exploration in Canada. Frobisher subscribed and paid $1.5 millions in July, 1954, for 181,820 Trans-Border shares. Federated and Frobisher each agreed to subscribe for an additional 212,120 shares for $3.5 millions.

CONSOL. INCOME ACCOUNT

Years Ended Dec. 31:	1954	1953
Net sales	$1,350,572	$1,465,653
Add: Other rev.	14,585	14,410
Total net rev.	1,365,157	1,480,063
Less: Prod. exp.	381,442	423,506
Non-prod. prop. rep.	48,900	......
Cancelled leases	178,851	......
Admin. & gen. exp.	279,706	274,707
Depreciation	70,545	81,974
Depletion	253,120	263,032
Explor. exp.	202,945	323,464
Taxes	3,894	28,086
Min. int.	3,862	985
Net prof. & surp.	■58,105	74,309

■Deficit.

Earned per Share*	d$0.02	$0.02

*Based on shares outstanding in the hands of the public.

CONDENSED CONS. BALANCE SHEET

As at Dec. 31:	1954	1953
Cash	$379,457	$389,388
Accts., etc., rec.	*209,702	440,642
Mater. & supplies	46,268	148,354
Total curr. assets	635,427	978,384
Investments (cost)	10,443,608	10,275,079
Dep., reserv. permits, etc.	6,982	16,927
Drill. advances	18,153	28,907
Adv. Oilwell Op. Ltd.	177,541	177,541
Land & leases▲	3,201,047	2,949,968
Plant & equip., cost‡	471,743	203,368
Total assets	14,956,501	14,630,174
Accts., etc., pay.	97,383	22,904
Due affil. cos.	338,537	......
Taxes pay.	44,411	69,086
Total curr. liabs.	480,331	91,990
Minor. int.: In subsid.	89,760	94,325
Capital stock	14,012,432	14,011,777
Earned surplus	373,978	432,082
▲After depl. res. of	10,093,923	9,958,196
‡After deps. res. of	1,334,863	1,274,364

*After reserve.

Working capital	155,096	886,394

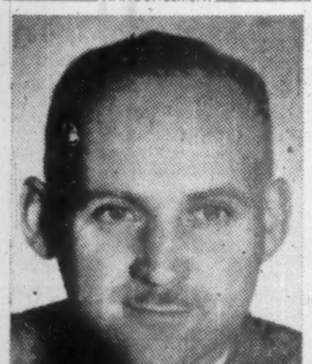
Superior Propane Opens Bulk Plant

Superior Propane Ltd.'s six-million-gallon projected sales figure for the current fiscal year received a boost with opening of a bulk operation at Barrie, Ont.

The 30,000-gal. bulk storage tank took its first delivery last week—propane from the British American Oil Co. refinery, at Clarkson, Ont. A large cargo tank wagon with a propane capacity of 5,000 U. S. gal. will run a shuttle service between the refinery and Barrie plant.

The new bulk plant at Barrie will provide increased delivery of bulk gas in and around Barrie for house-heating, industrial, commercial and farm use. Tobacco growers in Simcoe county will be able to draw on the new bulk gas supply for curing, increased supplies will be available for chicken brooding and crop-drying.

ANNOUNCEMENT



J. P. PARKER

The Thermos Bottle Company Limited announces the appointment of Mr. J. P. Parker as President and General Manager. Mr. Parker was formerly Executive Vice-President and has been closely associated with the Company's growth for twenty years.

Entertainment

EASTERN THEATRES LTD. net profit of $104,582 for the 52-week period ended Jan. 1, 1955, was 1.1% higher than net of $103,485 for the previous 52-week period.

INCOME ACCOUNT

52 Weeks Ended	Jan. 1 1955	Jan. 2 1954
Net earnings	$236,168	$232,938
Less: Deprec.	31,106	30,012
Inc. tax prov.	100,480	99,441
Net profit	‡104,582	103,485
Less: Com. divd.	128,000	48,000
Surplus for year	*23,418	55,485

*Deficit.
‡Net profit shown in co's report was $105,557, including profit on sale of securities.

Earnings per Share and Dividend Record:		
Common	$3.27	$3.23
Paid	4.00	1.50

CONDENSED BALANCE SHEET

As at	Jan. 1 1955	Jan. 2 1954
Cash	$39,384	$89,873
Dom. bonds♦	73,913	73,575
Investment	75,000	75,000
Accts. rec., etc.	1,372	4,672
Invent.	1,601	1,720
Total curr. assets	241,270	244,840
Misc. assets	8,368	7,997
Fixed assets*	338,372	358,945
G'will, franch.	32,000	32,000
Total assets	620,010	643,782
Accts. & tax. pay.	56,229	57,547
Divds., payable	476	487
Total curr. liab.	56,705	58,034
Capital stock	32,000	32,000
Surplus	531,305	553,748
♦Mkt. val.	77,212	73,950
*After depr. res. of	[illegible]	[illegible]
Working capital	[illegible]	[illegible]

Gear Kitimat Development To Aluminum Requirement

MONTREAL (Staff) — Aluminium Ltd.'s big new expansion program, aimed at raising Kitimat's capacity to an eventual 330,000 tons, will be geared closely to earnings. If primary aluminum sales drop, or something else cuts the estimated intake of funds, it will likely be extended past the present 1959 target date.

It could be speeded up, at some extra cost. But only if the assurance of a strong continuing demand was enough to justify raising the funds which would be needed over and above those generated internally.

President N. V. Davis indicated this at the annual meeting. He also pointed out that the flexible, $190 million program decided on last March differs sharply from the original stage of the Kitimat development. It can be launched in smaller segments, with much latitude in scheduling construction and fewer estimating uncertainties. Actual commitments on construction at any one time will be substantially less than the total cost of the program.

"Both the program as now planned and the underlying philosophy of scheduling," he remarked, "will be reviewed periodically in the light of market and financial conditions."

This further expansion—following a $480 million outlay in Canada and elsewhere on new facilities—reflects "an unrelenting demand" for more primary aluminum, Davis reported. Aluminum is now in short supply in many markets, and consumption of the company's metal in most industrial countries has reached new peaks.

He pointed out, however, that free world production is currently above consumption, thus today's shortages stem from government stockpile purchases.

"We can only speculate as to how long these purchases will continue or what tonnages are currently being channeled to stockpile. The recently announced program of the U. S. Government to defer or reduce its stockpile purchasing program during the first half of the year (by 75,000 tons) should help meet the increasing civilian demand in the United States."

On the earnings front, an improvement was reported. First quarter net profit was estimated at about $9 millions, against $6.8 millions a year earlier. Some start-up expenses at Kitimat were absorbed in the first three months, but should have little effect on future operating and financial results.

Aluminium Ltd. is continuing to press its theory that it is a natural supplier of part of the aluminum needs of the U. S. market, the president indicated. He said an advertising and public relations campaign has been launched recently in the U. S., involving both periodicals and TV, to tell the story of "aluminum from Canada" and "hasten the day" when the Canadian and U. S. aluminum industries are viewed as natural partners.

"We believe prospects for growth in the demand for aluminum are excellent in all countries which are unwilling to subsidize high cost marginal producers through imports duties or other devices and which are thus open to the most economical sources of the metal," he said.

Southam Co. Net 59c a Share in First Quarter

Gross revenues and earnings of Southam Co. showed gains in the first quarter of 1955 over the comparable period a year ago, President P. S. Fisher reported.

The report is the first quarterly statement issued to shareholders. Formerly, the company had issued semiannual reports.

Gross revenues were $6,718,748 ($6,451,155 in the 1954 first quarter). After deducting general operating expenditures of $5,663,208 ($5,555,993), $164,590 ($150,766) depreciation, $45,000 ($50,000) debenture interest and $399,000 ($340,000) income tax provision, net profit amounted to $446,950 ($354,396), equal to 59c (47c) a share.

A dividend of 40c a share was appropriated out of first quarter earnings, but in view of the company's sustained earnings record, directors have declared a 45c dividend payable June 28, President Fisher stated.

"Our over-all business has continued at a satisfactory level, although there have been a few soft spots compared with last year—notably in national advertising and in some kinds of general printing," the president said.

ANNOUNCEMENT

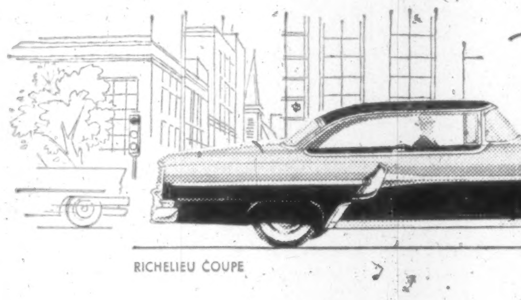
New Directors of Montreal Locomotive Works

PERCY M. FOX

J. G. NOTMAN

JULES R. TIMMINS

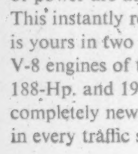
Messrs. Fox, Notman and Timmins of Montreal, and Wilson D. Leggett, Jr., of Schenectady, N.Y., were elected to the MLW board at the annual meeting of shareholders last week. Mr. Fox is president and director of the St. Lawrence Corp., and is a director of the Imperial Bank of Canada, the Royal Trust Co., Dominion Tar & Chemical Co., Ltd., Dow Brewery, Ltd., and the Great Lakes Paper Co., Ltd. Mr. Notman is president and general manager of Canadair, Ltd.; senior vice-president and director of General Dynamics Corp.; and director of Canadian Arsenals, Ltd., and Canadian Car & Foundry Co., Ltd., and Canadian Marconi Co. Mr. Timmins is president of Hollinger Consolidated Gold Mines, Ltd., Hollinger, Hanna, Ltd., Hollinger North Shore Exploration Co. Ltd., Labrador Mining & Exploration Co. Ltd., Hollinger Ungava Transport Ltd., and Quebec North Shore & Labrador Rlwy. Co. He is vice-president and director of Iron Ore Co. of Canada. He is a director of Canadian Petrofina Ltd.; the Imperial Bank of Canada, the Mining Corp. of Canada Ltd.; the Royal Trust Company, Noranda Mines Ltd., Trans-Canada Pipelines, Ltd., and other companies. Admiral Leggett is vice-president of engineering of Alco Products, Inc. (formerly American Locomotive Company), and retired as chief of the U. S. Navy Bureau of Ships March 31.



RICHELIEU COUPE

Dramatic response from two great new V-8 engines...

Wherever you drive, Monarch's huge reserves of power are at your command at a touch of your toe. This instantly responsive high-torque power is yours in two new overhead-valve V-8 engines of the most advanced design—188-Hp. and 198-Hp.—bringing you completely new safety and security in every traffic situation!



Dramatic to look at . . . and to Drive

The dramatic new beauty of the 1955 Monarch, with its entirely new body and completely new styling, is matched by dramatic new performance on the road. In fact, there's a revealing experience awaiting you when you first take the wheel of a Monarch and put this fine car through its paces. Longer, lower, wider and roomier than ever before, the new Monarch brings you riding qualities that are absolutely unsurpassed for smoothness, steadiness and ease of steering—the result of Monarch's new, improved ball-joint front suspension and newly designed chassis. And matching this new smoothness and comfort are the beauty and luxury of Monarch's stunning new interiors with their distinctive modern upholsteries and fascinating new colour combinations. Every Monarch model in all three magnificent series—the Custom, the Lucerne and the entirely new and luxurious Richelieu—is *dramatic* to look at . . . and to *drive!*

LUCERNE SEDAN

MAY IS SAFETY MONTH
CHECK YOUR CAR...
CHECK ACCIDENTS

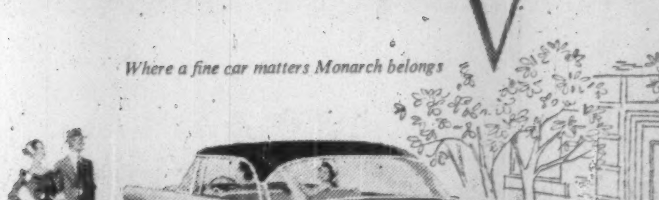
Ride, like a King in a

1955 Monarch V-8

Where a fine car matters Monarch belongs

Dramatic new styling and a completely new body...

Monarch is completely new in styling, from headlights to tail-lights! The new wrap-around windshield achieves added visibility as well as giving new emphasis to the style distinction of the longer, lower silhouette. Every dramatic detail of this entirely new car says, "Monarch belongs". See it . . . drive it . . . compare it . . . at your Monarch Dealer's.



CUSTOM COUPE

(Certain features illustrated or mentioned are "Standard" on some models, optional at extra cost on others.)

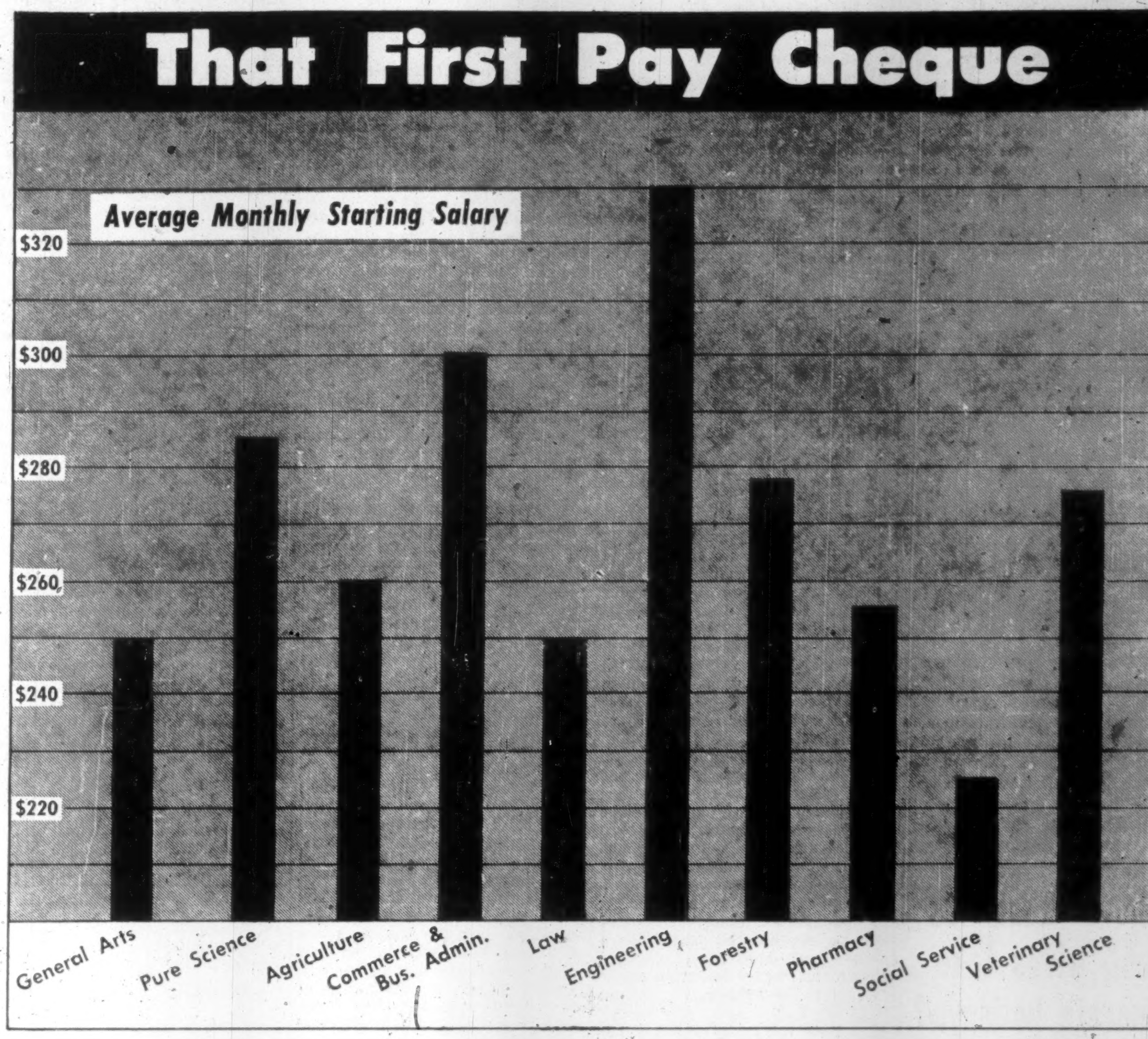
SEE YOUR FORD-MONARCH DEALER

TUNE IN TO FORD T.V. THEATRE EVERY WEDNESDAY AT 9.00 P.M.

The Financial Post

Vol. XLIX | Member of Audit Bureau of Circulations | Publication Office: Toronto, May 7, 1955 | Twenty Cents an issue, Six Dollars a Year | No. 19

Here's the Job Outlook for '55 Grads



New Job Market Tighter, But Opportunities Open

By PETER C. NEWMAN

Canadian industry's grab for grads has this year slowed down to the careful plucking of particular graduates to fill specific job openings.

But that does not mean that the 15,185 newly sheep-skin-covered Canadian university graduates which started to troop out of their ivy-covered halls this week, will have any serious trouble finding appropriate work.

It does mean, that the students' "gold rush" days are over and that they will have to work hard to keep the jobs they get.

Industrial talent scouts have been calling at the campus of every Canadian university since last September. Nearly 90% of suitable grads have already been signed up; the balance will also be working, though they may have to compromise about their initial goals.

Even higher learning's problem children — general arts graduates — are in good demand this spring. Despite their lack of specific training, many are collecting first pay cheques of up to $325 monthly—though $250 is the average. Most have found slots in insurance companies, investment houses, export firms, journalism, department stores, and the civil service.

The 1,505 engineers who will be graduating this spring, are on top of the list in money offered, with the odd $500 a month reported, though $325 is closer to the majority. Highest initial pay on record is $640 a month received by a McGill Ph.D. going to the U. S.

Salaries being offered aren't based so much on the graduate's past curriculum, as on his personality and "job-approach." There's a healthy premium (up to $50 a month) for work in Canada's fringe regions.

The U. S. military draft continues to discourage Canadian job-seekers from crossing the border. This year, for the first time, however, there has been a nibble of interest from United Kingdom businessmen for Canadian graduates.

According to university placement officials, this year's graduating students are mature in their outlook on job hunting, stressing opportunity to learn, rather than security benefits or immediate wages.

Canadian companies have been assigning their employment officers to the universities on the greatest scale ever in the past eight months. At Queen's, for example, every grad was signed up by Feb. 1; all universities report more interest from the business community. Many company vice-presidents of personnel have themselves taken over the interviewing of graduates.

Only discouraging prospect is for summer jobs this year. The large corporations which usually take on gangs of students for the summer are cutting down drastically; some aren't hiring at all. Difficulty of finding well-paid temporary jobs may prevent students who rely on this income, from continuing their studies.

For a regional comparison of job opportunities, here is a Financial Post university-by-university survey of employment trends; showing average salaries being offered, numbers of graduates seeking work, and relevant comments by university placement officials:

University of British Columbia, Vancouver

Number of graduates continued small this year, due to low birth rate of thirties. Demand for almost all grads was the greatest ever. Electrical engineering, physics, and chemical engineering topped the list, but other groups were also in demand. Almost all graduates have now been committed to jobs, at starting salaries somewhat higher than last year ranging from $275-$325.

Jobs away from cities and in the north country tend to pay more than in town. Students do not seem to care where they go as long as they can get the work in which they are interested. Employers are inclined to think that universities should have more graduates available, not realizing that low birth rate of thirties plus unusual defense expenditures and industrial expansion coming at same time cause shortage, comments J. F. McLean of U. B. C.

University of Alberta, Edmonton

L. P. Morgan, of the University of Alberta branch of the National Employment Service, says that ratio of jobs to grads is as follows: Agriculture three to one, $3,300 annual average; commerce seven to one ($3,300); engineering four to one ($4,000); arts one to one ($3,000); sciences three to one ($2,400-$4,200); and pharmacy two to one ($3,800).

Students are mostly concerned with learning opportunities on job; least about security benefits. They're doing much shopping among employers, but not taking advantage of situation, despite heavy demand. More employers are interviewing on the campus; more are recruiting in undergraduate years.

University of Saskatchewan, Saskatoon

University of Saskatchewan reports that in the term just concluding, more employers than in any previous year visited the employment office; demand for technical graduates ran highest. There were also more opportunities for nontechnical students in personnel and administrational fields.

Employers tended to be more discriminating than previously. However, students in technical fields were able to, and did, shop around for positions. There was a severe shortage of physics and chemical engineering graduates.

Engineers' salaries averaged $325 in Eastern Canada, and $340 in the West; one firm offered $500. Pharmacists received $300-$340, commerce $275-$325, arts $250-$300, agriculture $275-$325 and education $250 to $280. Home economics, law and medicine graduates interne for 12 months after receiving their degrees, and their income is lower during that year. Commerce graduates who continue in C. A. degree work average $150-$175 to start.

University of Western Ontario, London

Dean of Men T. L. Hoskin reports job opportunities for graduates of honors courses are excellent. In pass courses, the top 50% had no difficulty in finding jobs. Demand exceeded supply particularly in honors science, physics, mathematics, chemistry and geology. A greater number of graduates are considering teaching as a career. This is true for both honors and pass courses.

Salaries offered range $225-$300 a month for pass course bachelors and $275-$350 a month for honors course bachelors. Business administration honors B.A. graduates range $275-$375 per month. Masters graduates usually received an additional $25-$50 over the going rate for bachelors.

Queen's University, Kingston

"Demand for Queen's graduates continues to exceed supply by a wide margin. During the past academic year employers started to visit the campus shortly after registration and by early February, most graduates had accepted employment offers," H. J. Hamilton, of the University's employment service, told The Post.

"A large proportion of mechanical engineers, for example, had job offers before they returned for their final year, from companies for whom they had worked during the summer. Employers who visited the campus after Feb 1 had few if any prospects to interview."

For engineers and graduates in pure science, starting salaries averaged about $315 a month. Commerce graduates entering industry were offered $275-$300. Arts graduates without special training $225-$250. Industrial relations $300 a month. Most students have good idea of what they want to do and when they receive an attractive offer search no farther, Hamilton said. "Employers appreciate the present situation and govern their policy accordingly."

University of Toronto

Some 362 companies have so far contacted Col. J. K. Bradford, the U. of T.'s placement service director, who has arranged nearly 4,000 twenty-minute on-the-campus interviews with grads. Some 2,728 jobs have been offered to the about 1,200 of the graduating class seeking work. Engineers are starting at $300-$360, with more near the higher figure. Commerce and finance students are being offered $225-$330.

"There is not so much 'stockpiling' of grads as in some previous years," Col. Bradford told The Post. "Companies are hiring to fill specific openings. Many students prefer work with small companies, where they feel advancement opportunities are greater."

Carleton College, Ottawa

At least 50% of the Carleton College 1955 arts graduates plan further studies and are not seeking permanent employment. Sufficient jobs are available for the balance; many are sales positions. Employers are showing more interest in good arts graduates than in former years. Science graduates majoring in chemistry and geology are experiencing some difficulty in getting jobs in their fields, but physics majors are in brisk demand. Job opportunities available for commerce outnumber graduates.

Salary range for arts, science and commerce graduates is $200 (for women) to $355 (for men). Average starting salary for journalism grads is $45 weekly. "Women graduates (except in journalism) continue to have a tough problem getting employment," Mrs. Jean A. Loates, the University's student personnel assistant, reports.

McMaster University, Hamilton

"Positions are plentiful for McMaster graduates with demand greatest for nurses, chemists, physicists, geologists, mathematicians, actuarial, and accountancy students, and for arts graduates with supervisory qualities and sales ability," J. E. Andoff, director of placement, told The Post.

Interest in teaching and law is running high, but there are insufficient applicants for openings in social service agencies. An increasing number of employers are working more closely with the university's placement service to develop more thorough recruiting programs.

Value of a broader education, such as obtained by the arts graduate, is being more widely recognized by business, industry and the Government. Graduating students are generally cheerful, eager and appreciative. Arts salaries range $250-$325 monthly; science salaries are $280-$375.

McGill University, Montreal

Demand for 1955 graduates in all categories again exceeds supply, this being particularly marked as usual in the fields of engineering and the applied sciences. Demand probably most marked in electrical engineering, chemical engineering, geology and chemistry. A record number of employer interviewing visits was scheduled at the university. At the same time, employment outlook for undergraduates, especially those in lower years and nontechnical courses remains poor.

Starting salaries for bachelors in engineering and applied sciences average $320-$325. Commerce and other nontechnical graduates employed in industry range $275-$325. Some fresh Ph.D.s in chemistry being offered $640 in the U. S. Students have been scrupulous about interviews and honoring job commitments. Many employers are planning to interview earlier next session, Colin McDougall, McGill Placement Director, told The Post.

University of Montreal

André Bachand, director of Public Relations, reports excellent placement opportunities this year, with preference being shown by employers for graduates of engineering, commercial science, and the humanities. He states that grads do not seem attracted by public services except for a short period, as a stepping stone to other jobs. Interest shown in various government jobs comes mainly from grads in industrial relations, economics, statistics, psychology and geography.

Wages being offered exceed last year's by about 10%; starting average engineering $325; commerce $275; science $300. Companies are devoting more attention to their campus visits, hoping to broaden their choice of candidates.

Loyola College, Montreal

Employers are insisting more on qualities that are not strictly academic—such as organizing ability, public speaking, social life, poise, etc. All faculties have been offered an average of $3,000-$3,900 annually—a decrease of approximately $300 from last year. However, the demand for graduates in honors science and engineering is as great as ever and starting salaries are still maintained from last year.

Student summer employment has seriously declined this year and 15%-20% will probably have to discontinue their studies through loss of employment, predicts Thomas M. Moylan, director of the College placement bureau. He says corporations such as CNR, CPR, C.I.L., Du Pont, etc. usually employing a large number are taking very few this summer. Construction work seems to be lagging, though it may be merely starting later than usual.

Sir George Williams, Montreal

Student Counselor D. D. Smith says demand for commerce graduates is highest; science fair, arts "as usual." Many arts graduates are entering graduate and professional schools. Starting salaries have generally gained $25 a month. Employers are being more selective than in previous years. Some students still retain unrealistic job attitudes; others quite mature.

Bishop's University, Lennoxville, Que.

Prof. J. D. Jefferies sums up the outlook this way: "Science jobs are a little harder to get than last year, and employers are picking more carefully; there are plenty of openings for chemistry students. Girls are rather hard to place. Students seem readier to take what's offered. Starting salaries run about $3,200-$3,600.

Arts—The majority of students want to go on to postgraduate work or enter the professions. Few students have definitely secured jobs for next year.

Education—Demand far exceeds supply; certificated teachers have a wide choice of positions. There is a heavy demand for French specialists. Starting salaries from $2,500 up, according to local scales.

Divinity—The usual serious shortage of Anglican clergy is getting worse; starting salaries about $2,200 — sometimes also the maximum for many years.

Acadia University, Wolfville, N.S.

Prof. M. V. Marshall of Acadia University says most education grads were employed last March at an average annual salary of $2,500; the students were choosy. Music graduates are in terrific undersupply; degree worth an average $2,400 with licentiates getting more. Dietitians—demand slightly exceeds supply. Theology also in undersupply; average $2,500 rising.

The Grads and Their Outlook

	NO. OF 1955 GRADUATES	JOB OUTLOOK
General Arts	4,505	Fair
Pure Science	901	Excellent
Agriculture	240	Fair
Architecture	97	Good
Commerce & Business Administration	762	Excellent
Dentistry	211	Good
Education	1,618	Excellent
Engineering & Applied Science	1,505	Excellent
Forestry	70	Fair
Household Science	362	
Law	642	Good
Medicine	901	Good
Music	99	
Nursing	1,417	Excellent
Pharmacy	284	Good
Philosophy	144	
Phys. & Health Education	89	Fair
Phys. & Occupational Therapy*	182	Fair
Social Service	287	Good
Theology	404	Good
Veterinary Science	84	Excellent
Miscellaneous*	481	

**Child Study, Chiropractic, Fine and Applied Arts, Fisheries, Hygiene and Public Health, Interior Design, Journalism, Library Science, Medical Technology, Optometry, Secretarial Science.*

This Is Good Husband Country

Women Are Scarce and Man's Future Brighter

Largely untapped and unattached potential mines, oil and gas, hydro power reservoirs, farm lands and comfortable living space make up the Canadian North.

In this article, D. M. LeBourdais, author of Canada's Century, Nation of the North and Sudbury Basin, who has spent much of his life in the North, takes a look at what he calls the "North-West Corner" — Northern B. C. and the Yukon. He dispells many of the myths about the way of life and the living in the North and discusses development under way, planned and potential.

Mr. LeBourdais has just returned from an extensive tour of the "Northwest Corner."

By D. M. LeBOURDAIS

"East is East and West is West . . ." declared Kipling. Perhaps he could put his finger on the East; but the West, then and ever since, is harder to pinpoint. Winnipeg people are outraged if anyone suggests they are not Westerners; Calgaryites feel sorry for the Winnipeggers; while Vancouverites chuckle quietly.

There's much to be said for these contenders; each in its turn has thought it had witnessed the last stand of the western frontier. But claims of both have now been jumped by the Yukon; lying a dozen degrees of longitude farther west than Vancouver, with a time-zone all its own.

In every way, it is a true representative of the West.

Its people, even though many may have only recently come from the East or elsewhere, possess the optimism and energy characteristic of Westerners; and they will not for much longer be satisfied with being considered a sort of geographical appendage: they want to be, in every way, an integral part of Canada. Other Canadians, especially businessmen, will miss a bet if they overlook the possibilities of this up-and-coming region.

Those whose ideas of the North stem from Robert W. Service might not agree that the Yukon is more West than North. To them the Yukon is still a land of snow and ice, where even the aurora freezes; land of the midnight sun, of the Sourdough and the husky dog, redolent of Sam McGee and Dangerous Dan McGrew. To them it not only is not West, but as much a part of the North as the Pole, and nothing could be more northern than that.

So, let us take a middle course and call it the new Northwest. In the United States, Washington and Oregon are referred to as the Northwest; and, years ago, we in British Columbia used to call what is now Alberta and Saskatchewan the Northwest. As compared to these, the Yukon's title is unquestionable.

The New Land

Being one who knows both West and North, I don't think there is much doubt that the Yukon, at least the southern, and greater, part, is more typical of the West than of the North. Physiographically, it is an extension of Northern British Columbia; its mountains and valleys are but continuations of those beginning farther south. Its great river rises in lakes that straddle the boundary, while the watershed lies about 250 miles south of that imaginary line.

Climatically, there's no argument. Being farther north, Yukon winters are a bit longer than in, say, Southern Alberta, but summers are also long. Whitehorse has much more sunlight in a year than Vancouver, and about as much as Calgary, which any Calgarian will tell you is all the sunlight that can be crammed into a year. Valleys in the Yukon, along the eastern flank of the Coast Range, feel the soft Chinook touch as in the Alberta foothills.

The Yukon's chief drawback has always been its remoteness, the difficulty of getting in and out. Stampeders to the Klondike, in the late nineties, built boats or rafts at the headwaters of the Yukon river and paddled or floated the 600 miles down to Dawson. At only one spot were they stopped by rapids—and that gave Whitehorse its chief reason for existence. Because of this, it became the head of steamer traffic. In 1900, a narrow-gauge railway, 141 miles long, was completed between Skagway, Alaska, and Whitehorse.

With this the Yukoners were forced to be content till 1937, when Grant McConachie, an Edmonton bush flier, began regular flights with passengers and mail from Edmonton and Vancouver to Whitehorse. Then, with the coming of the war, the Department of Transport built a line of well-equipped airports along the route blazed by McConachie. And when the United States got into the war, with the Japanese in the Aleutians, the American army built the Alaska Highway.

Before the war was over, McConachie's Yukon Southern Air Transport had become part of Canadian Pacific Airline's far-flung network, and McConachie its president. Pan-American Airways touched at Whitehorse on flights between Fairbanks and Seattle.

It's Now In Touch

Now, for the first time, although still pretty much out on a limb, the Yukon was really in touch with the outside world. It was possible to breakfast in Whitehorse and dine in Edmonton or Vancouver. Following the end of the war, truck lines became busy transporting supplies from the end of steel near Dawson Creek; and, of course, supplies still came in by ship and rail, via Skagway.

During the war, Whitehorse had a population of about 8,000. Most of these were connected with the army or airforce, both Canadian and American, and when hostilities ceased a good many moved out. For a time things were quiet in the Territory. During the summers, an increasing number of tourists found their way into the country; and after the Hart Highway, connecting the Cariboo Highway with Dawson Creek, was opened in 1952, traffic between Alaska and points in the Western United States rapidly increased.

What, besides catering to tourists and Alaskans passing through, can people do in the Yukon for a living? Mining brought the first influx, and it seems likely that it will continue to be the main support of Yukoners — so far as one can anticipate the immediate future. Washing gold out of Klondike gravels was suited to a far-off country. Fortunes could be made by inexperienced men with very little equipment; a season's clean-up could be carried away in a buckskin bag. But when the rich creeks were worked out, there was nothing else to do and the speculators and adventurers drifted away.

The Coming of Companies

A few hardy prospectors remained to search for other Bonanzas or Eldorados, while some sought lode mines, particularly gold, because once a gold mine is equipped, transportation ceases to be a vital factor. Many likely showings were discovered, but none quite so rich as to overcome the transportation handicap. Then, in 1919, rich silver-lead-zinc deposits were discovered on Keno Hill, near Mayo. These prospects and others on nearby Galena Hill were worked sporadically for the next 20 years and by 1941, when operations were suspended because of the war, over $20 million worth of ore had been produced and shipped to smelters outside.

At the end of the war, control of the principal properties was acquired by Conwest in association with Frobisher and operation was resumed under a new company, now called United Keno Hill Mines Ltd. Operation on a larger scale than formerly was made possible by the Federal Government's construction of a 247-mile highway connecting with the Alaska Highway near Whitehorse, and a hydro-electric installation on Mayo river.

Cassiar Asbestos Corp., like-

(Continued on page 20)

This Is Good Husband Country

(Continued from page 19)

wise a Conwest subsidiary, operating a high-grade asbestos deposit on McDame Mountain, in Northern British Columbia, has made an important addition to mineral production in the Northwest Corner. Every day, both winter and summer, Cassiar ships 50 tons of fibre to Whitehorse (365 miles) and from there by way of Skagway and Vancouver to the markets of the world. Cassiar and Keno Hill are 600 miles apart, but one organization does trucking for both.

Meanwhile, many of the largest mining companies in Canada have had prospecting parties in the field, making use of airplanes and the most modern geophysical methods. Among the earliest to locate promising showings were Hudson Bay Mining and Smelting and Prospectors Airways, the former with a nickel-copper property about 200 miles west of Whitehorse, the latter with a lead-zinc prospect on Pelly river, about 125 miles northeast of Whitehorse. Their success in making mines, of which the chances seem good, will be the signal for many other companies holding nearby properties to undertake development.

The Towns, The People

Dawson, once the metropolis of the Yukon, now dwindled to a mere 500 people, lives on its memories of the past. Gold is still taken from its neighboring creeks, but by giant dredgers mostly re-working the former diggings. Some day, when its rocks have been prospected more thoroughly, the Dawson district may see better times, but at present Whitehorse is the centre of activity, having recently succeeded Dawson as administrative headquarters.

What sort of people make up this new Northwest? They are mostly the same as might be seen on Yonge Street, or Portage Avenue, or Granville Street. Outside of Dawson, and perhaps a few other back-eddies, the Sourdough race is about extinct. As in every mining community, the occasional pseudo-prospector can be encountered who, with a supply of well-worn mineral specimens, will attempt to sell a "mine" to the unwary.

In the Yukon today, the accent, if not on youth, is certainly not on the aged. Young mining engineers and geologists are in charge of important mining operations; the military and airforce personnel, as well as the Mounties, are young, of course; young men and women are in the banks, stores and offices. The men who pilot the huge trucks along the Alaska Highway, and the men who fly the planes are mostly young.

Except in winter, when parkas are preferred for out-of-doors wear, people dress very much as they do in other parts of Canada. Last July, when the Duke of Edinburgh was a visitor to Whitehorse, the crowds who flocked to see him differed very little from those who had greeted him in Vancouver.

In Whitehorse, before the war, restaurants served moose and caribou steaks, but last summer meals were about the same as could be got anywhere else (except in first-class hotels and restaurants), and they were served to the accompaniment of the same sort of juke-box music. Incidentally, there is an opening for a good hotel in Whitehorse.

What You Pay

The town has two large general stores and a number of smaller ones. Clothes could be bought at little, if anything, more than Vancouver prices, but on heavier articles the difference was naturally greater. For example, good brands of coffee could be bought for $1.65 a lb., butter, in tins, 95c a lb., eggs, 80c a doz., bacon $1.10 a lb., oranges 65c a doz., fresh tomatoes, 53c a lb., sugar, 15c a lb., potatoes, 10c, and flour 11c., a lb.; canned goods: peaches, 29c, milk, 22c, corn 27c, and peas, 29c; frozen milk, 50c a qt.

Some of the fresh stuff came in by air express. (Edmonton 43c per lb.; Vancouver, 49c). Air cargo rates were much lower. Truck freight rates from Dawson Creek to Whitehorse were $6.94 per 100 lb., or 15c per ton-mile. The general truck rate from Dawson Creek to Whitehorse for full truck loads was from 8c to 10c per ton-mile.

Rates by way of Skagway were somewhat lower. Companies ordering a season's supplies usually buy outside and have it shipped by way of Skagway. Rates vary according to the commodity. For example, the rate, from Vancouver to Whitehorse on canned goods in straight or mixed carloads was $2.74½ per 100 lb., while fruits and vegetables, perishable, had a rate of $4.38 per 100 lb., This rate did not include refrigeration; but for fresh meats and poultry, including refrigeration and icing, in less than carload lots, the rate was $7.02½ per 100 lb.

Going the other way, the rate for ore and concentrates, Whitehorse to Vancouver, is $14.55 per ton; asbestos fibre, $20.75 per ton.

Good Husband Country

While there is a good demand for workers, especially in the skilled lines, those who would like to try their luck in a new country would do well to check with the Government Employment Service at Whitehorse before setting out. Prevailing rates of pay for unskilled labor are $12.00 to $14.00 a day, or $300 a month, and for those with a trade or some technical skill, from $500 to $600. Women are attracted to the Yukon, but there is a heavy turnover in the women's groups, and a woman with clerical or sales experience can usually find a job without much difficulty. Matrimonial chances are high, too.

Good houses are scarce. The town still contains many log buildings, but the majority are of frame construction, with a small percentage having modern facilities. Only a small part of the town is supplied with water and sewer, although it is planned to extend these services in the near future. A five-room frame cottage rents from $80 to $125 a month. A modern five-room house with basement and central heating, which in Toronto might sell for $15,000, will cost about $20,000 to build.

Office rents in the parts of the town supplied with water and sewer are relatively high. A one-room office, heated, but without light, will cost $75 a month. Larger offices, lighted and heated, run to about $125 a room.

The Yukon stands poised on the verge of a new era, and everyone acquainted with the possibilities is confident that mines of importance will be developed. But those who expect to see the Yukon assume a significant position in the national economy are also basing their estimates upon the generation of cheap hydro-electric power. Such expectations are given substance by the program announced by Frobisher and its subsidiaries, now engaged in the development of power on the upper Yukon, where upwards of 5 million hp. is available. This power is to be utilized in metallurgical plants to be built on the Taku river estuary for the treatment of ores and concentrates brought by sea from various parts of the world.

Oil, Gas Search

In the northeastern part of the Territory, Peel Plateau Exploration Co., conducting geophysical surveys for oil or gas over a 2,500-mile concession in the past two years, plans in the coming season to spend $500,000 on further exploration. Results hitherto are reported as being very favorable.

The Yukon has plenty of coal, which is mined at only one place—near Carmacks, on the Yukon river, about 100 miles below Whitehorse. A good quality of bituminous coal is produced, which sells at the mine for $12 a ton. Transportation cost is high, and consequently, throughout the Territory much more oil than coal is used for heating and power. Diesel oil sells in Whitehorse at 29c a gal. and stove oil at 27c, gasoline at 43c a gal. in tank car lots, and at from 60c to 75c a gal. along the Alaska Highway.

Next to minerals and power, the Yukon's greatest resource is probably the tourist trade. It has 3,500 miles of navigable river water, and a number of beautiful lakes. It can supply mountains to suit the skill of any climber. The big-game hunter can find grizzlies, moose, goats and mountain sheep. N Myles Brown, of Cleveland, Ohio, owner of what he claims is the world's top collection of mountain sheep heads (which he is presenting to his native city of Woodstock, N.R.), was in the Yukon last summer hoping to round out his collection with the head of a cross between the two principal breeds of sheep. A fellow-traveller on the plane from Whitehorse to Mayo (who was amazed to see a DC-3 land on such a small patch of grass among the mountains) had come from York, Pa., to get a grizzly.

Transportation Needs

The Yukon will never become part of Canada, however, until it has railway connection with the rest of the country. And this day may be nearer than many believe. At present, the Province of British Columbia is extending its Pacific Great Eastern Railway northeastward from Prince George to the Peace River region. As railway construction goes, it would be a relatively simple matter to continue this line northwestward along the Rocky Mountain Trench into the Liard Valley and thence to the headwaters of the Pelly, etc.

Vancouver businessmen would like to see British Columbia annex the Yukon; Premier Bennett paid a "good-will" visit to the Territory last summer, and would undoubtedly be glad to extend his sway northward. It is unlikely, however, that development in the Yukon will advance quickly enough to justify, without external stimulus, extension of the PGE in anything like the immediate future. That stimulus may not be long delayed.

For some time, Alaska has been pressing for statehood, which even its tendency to vote Democratic cannot indefinitely defer. When Alaskans attain that cherished objective, it is inconceivable that they should be content with their present lack of adequate communication.

I do not wish to say that Canadians should expect Alaskans to build a railway for them. Nevertheless although Canada has since footed its share of the bill, the Alaska Highway would not have been built except for Americans' need. And while it is unfortunate that we so often need a push from outside in order to undertake what is in our own best interests, if such a push should result in a railway to the Yukon, it couldn't happen in a better cause.

COMPANY REPORTS

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

Publishing

CONSOLIDATED PRESS LTD. net loss for 1954 was $129,142. Previous year's net loss was $47,621.

The failure to make progress during 1954 was entirely due to the publications division, reports President J. K. Cooke. Despite the inroads of television and week end papers, publications maintained unit volume. Production costs, however, increased "greatly," and "continue to rise," the president states.

INCOME ACCOUNT

Year Ended Dec. 31:	1954	1953
Net earnings	*$14,073	$53,348
Less: Depr.	115,411	111,229
Add:		
Asset sales prof.	342	10,260
Net loss	129,142	47,621
Less: Cl. A divds.	16,251	65,005
Deficit	145,393	112,626

*Loss.

Earnings per Share and Dividend Record:		
Class A†	d$1.29	d$0.48
Class A‡	▪	▪
Paid	0.16¼	0.65
Class B†	d1.94	d1.13
Class B‡	▪	▪

None paid.
▪No earnings available for partic.
†Before (‡after) participation.
Note—Dividend arrears on cl. A stock amounted to $1.30 per sh. at Jan. 1, 1955.

CONDENSED BALANCE SHEET

As at Dec. 31:	1954	1953
Cash	$2,300	$2,300
Accts. rec., etc.‡	484,248	591,666
Inventories	493,279	467,608
Total curr. assets	979,827	1,061,574
Prep. exp.§	111,350	95,879
Fixed assets†	931,859	1,013,006
Goodwill, etc.	500,000	500,000
Total assets	2,523,036	2,670,459
Bank adv.	472,626	316,065
Accts., tax., etc.	350,959	568,640
Total curr. liab.	823,585	884,705
Prep. subscrip.	728,830	669,739
Capital stock	732,076	732,076
Surplus	238,545	383,939
†After depr. of	1,397,313	1,283,084
‡After reserve for doubtful accts.		
§Incl. in curr. assets in co's report.		
Working capital	156,242	176,869

What's behind the Immigration Wrangle?

We bar some people from Canada and won't tell them why. We bar others because of their race, and refuse to listen to appeals. This policy is making enemies for Canada in many parts of the world. In the May 14 Maclean's, assistant editor Fred Bodsworth reports the background story of Ottawa's current controversy.

Here's a psychologist who says

Don't let the CHILD EXPERTS Scare you

Do you want your child to grow up a normal healthy adult? Do you regard the normal process of raising a family as a giant booby trap? Here's a commonsense guide that will steer you through the thicket of theories, rules and systems that are turning out problem parents.

Should husbands and wives take separate holidays?

Is your marriage too well adjusted? Can you tolerate your wife, or husband, 24 hours a day for two solid weeks? Robert Thomas Allen has thoroughly researched the question of separate vacations and reports his findings in the May 14 Maclean's.

First of 3 parts

Not This August

By C. M. Kornbluth

Beginning, a startling novel that tells with terrifying reality what North America might be like if we suffered the horror of a third world war—and if the Russians won it.

PLUS

- Ottawa's Champion Penny-Pincher—Watson Sellar, Auditor General, by Blair Fraser
- How the Seaway is Swamping the Fruitlands, by Duncan McLeod.
- The Two Peers Who Launched the Commonwealth, part six—The Struggle for the Border, by Bruce Hutchison.
- The Panic Over Halley's Comet. A Maclean's Flashback, by Bill Stephenson.

MAY 14 MACLEAN'S

BIGGEST ISSUE EVER

NOW AT ALL NEWSSTANDS

MACLEAN'S

CANADA'S NATIONAL MAGAZINE

NOW ON SALE

it costs you *nothing*

to have your insurance reviewed — particularly before a loss occurs

Specialized personnel in all departments

Complete professional engineering service

TOMENSON, SAUNDERS, SMITH & GARFAT LTD.

220 BAY ST., TORONTO EMPIRE 6-7671

RIDLEY COLLEGE

Residential School For Boys

Ridley College offers boys a sound academic background augmented by a well rounded programme of mental and physical development.

A Memorial Chapel, modern classrooms and residences are supplemented by a well equipped gymnasium, artificial ice rink and over 50 acres of playing fields, to provide year round recreational facilities.

Attractive entrance bursaries and scholarships are available for qualifying candidates.

For information and an illustrated prospectus, please write to:

The Headmaster:
J. R. Hamilton, B.A., LL.D.

RIDLEY COLLEGE

FOUNDED 1889

ST. CATHARINES ONTARIO

1-54

the crest of popularity!

THE MARK OF THE WORLD'S MOST FAMOUS HAT

STETSON

Stetson Bantam

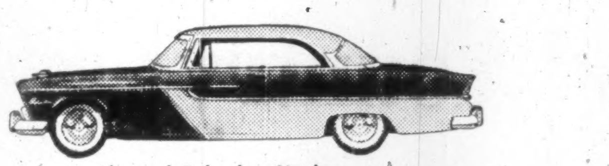
More people wear Stetson Hats than any other brand. The reason is simple—year after year, Stetsons offer *most* in quality, style, craftsmanship and all those other things that represent VALUE. There's a ninety year reputation back of every Stetson Hat. From $8.95.

All STETSON HATS *are Aquanized*

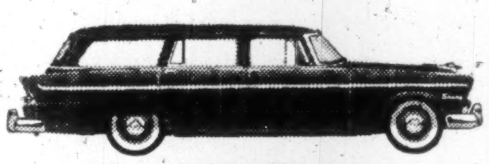
Out front in the Spring Fashion Parade

new '55 PLYMOUTH

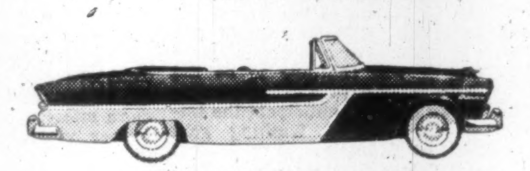
Long and low...rakishly angled fore and aft...
Motion-Designed for The Forward Look...
smartly tailored with new high-style fabrics and two-tone colours



Plymouth Belvedere Hardtop



Plymouth Savoy Suburban



Plymouth Belvedere Convertible

Plymouth Plaza Club Sedan

You see Plymouth everywhere, for more and more fashion-minded motorists are selecting this *long, low* beauty that measures more than seventeen feet from bumper to bumper . . . barely five feet from roof to road!

You, too, will like the glamour of the 1955 Plymouth models—completely new, inside and out! You'll enjoy new high-style interiors, new easier riding, new easier steering. You'll see more through the new swept-back windshield that *really* wraps around at your eye level, as well as at the bottom.

You'll thrill to the lively power of the new Plymouth engines. Everybody likes the quick, smooth getaway of these higher powered engines . . . as well as their thriftiness.

PowerFlite automatic transmission is available, too, at extra cost. So are all the latest power assists to make your driving wonderfully easy and convenient.

You'll be money ahead because the new '55 Plymouth is not only economical to run, but also *priced with the lowest!* Smart buyers all over Canada say it's the *big value* of the year!

Manufactured in Canada by Chrysler Corporation of Canada, Limited

Plymouth Belvedere Four-Door Sedan

SEE YOUR CHRYSLER-PLYMOUTH-FARGO DEALER NOW FOR THE SMARTEST VALUE OF THE YEAR!

ANNOUNCEMENT

W. T. HODGINS

WILLIAM T. HODGINS has been appointed manager of the Bank of Montreal's Toronto main branch. He succeeds Percy H. Howarth, recently named an assistant general manager at the bank's head office in Montreal.

Mr. Hodgins, who goes to his new post from the B of M's Hamilton main office, has held a number of senior banking positions since joining the B of M in 1919 at his home-town of Shawville, Que. Prior to his appointment as manager at Hamilton, Mr. Hodgins was an assistant superintendent of branches in the Ontario district at the assistant general manager's department in Toronto.

This Trade Partnership Will Change

What Caribbean Economic, Political Plans Mean To Canada

Jamaica counts Canada as a key trading partner. Canada has enjoyed a comfortable unbroken export trade with Jamaica and other Caribbean countries. But major political and economic changes are ahead in the Caribbean that will have an effect on trade. Here's a look at mutual trade with Jamaica, the shifting under way and what's ahead.

Our Trade With Jamaica

	Exports to Canada	Imports from Canada
	$ 000	
1939	4,357	4,313
1946	10,484	15,500
1948	9,557	12,350
1950	19,080	7,495
1952	9,204	10,591
1954	14,371	13,872

1954 EXPORTS: Sugar 320,484.9 tons, of which 114,070.8 tons went to Canada.
Coffee 743,924 lbs roasted, of which 260,986 went to Canada.
Cocoa 3,749,451 lbs of which 1,291,275 lbs went to Canada.
Rum £859,749 of which £169,302 went to Canada.

1954 IMPORTS: £3,761,100 GRAINS of which £1,291,058 came from Canada.
£1,882,767 FISH of which £1,715,625 came from Canada.
£1,810,431 WOOD ETC. of which £297,162 came from Canada.

Jamaica looks to Canada as a major outlet for key products and as a key source of dollars.

In 1954 Canada took 35% of the sugar, 35% of the roasted coffee, 34% of the cocoa production, and 20% of the rum produced by the island. As sugar is the most important crop, and coffee and cocoa by no means inconsiderable, it will easily be seen that Jamaica's trade with Canada is extremely important to her economic stability and prosperity. A glance at sugar production figures is interesting.

	SUGAR			
	Total Ton.	Cdn. Share	% Bought by Can. (by wt.)	% of Tot. Trade with Can. (by val.)
1946	148,695	53,101	35.7	44.1
1948	150,835	54,814	35.7	69.8
1950	322 132	122,172	55.0	87.9
1952	199 337	60,349	30.3	86.1
1954	321,398	114,071	35.5	66.7

At no time has Canada's purchase gone much below a third of the total output. This has given the sugar trade, which gives employment to approximately 100,000 of the 1.5 million people on the island, some stability over and above the yearly tonnage guaranteed by British purchases under the Commonwealth Sugar Agreements.

Stability Needed

Of course, Canadian refiners are not obliged to buy Jamaican sugar, even though preference is given to Canadian purchases as a means to earn valuable dollars for the Sterling Area, but Canadian buying has been so consistent as to provide the added economic stability needed in the profitable marketing of a crop of this nature.

The consistency in sugar purchases does not exist in the buying of coffee and cocoa, however. Here's the pattern in these commodities:

Year	Coffee	Cocoa
1948	$1,425,906	negligible
1949	971,114	......
1950	466,893	$401,029
1951	201,059	639,641
1952	69,081	267,213
1953	147,834	103,370
1954	*875,000	*200,000

*Approximate figures only.

The Jamaica cocoa is of the coarse variety, and cannot compete in quality with the Gold Coast product. But it is grown by many small farmers and proprietors, and is a useful source of income. The coffee, on the other hand, is recognized by connoisseurs to be among the best in the world. Production is not greater only because of the limited amount of land available high enough in the mountains to produce the right grade.

Fruits for Sale

The one real failure from Jamaica's point of view in trade with Canada is Canada's failure to import any fruit. While Britain buys the entire banana crop (in fact, guarantees its very existence), other fruits such as Jamaican citrus have not found favor in Canada at all, and have had to compete with Florida and California, both nearer the bigger marketing centres, and having the advantage of direct rail and road communication. But the potential is there. The amount of citrus the United States can export will diminish as her population increases. Jamaica has a greater variety and blend of oranges than any other island in the Caribbean, though its grapefruit is poor compared to the Florida product. Facilities for the shipping of fruit to Canada are also poor.

An important new export from the island to Canada, and which this year has helped balance dollar-Sterling trade, alumina, processed by the Jamaican subsidiary of Alcan from locally mined bauxite, contributed over $3 millions to the Jamaican national revenue in 1954. It also created more employment, or rather, created employment to some who would otherwise have remained unemployed.

There is something symbolic in the fact that Kitimat's giant smelters, driven by mountain rains and snows, are handling the ore which is the product of centuries of weathering under the hot tropical sun.

From the import angle, there may be important future developments, perhaps to the detriment of Canadian business. The following will show the stability of the main items of trade at present:

	Fish	Grain	Wood & Products
		$000	
1946	1,237	5,417	1,550
1948	1,023	5,247	1,251
1950	2,216	3,234	535
1952	2,599	2,728	1,058
1954	3,708	2,851	888

Some 90% of all fish purchased by Jamaica in 1954 was from Canada. This was largely salted cod and pickled mackerel, the first a favorite Jamaican dish and something of a food staple for the working classes. However, there are movements afoot to exploit local waters, so far virtually untapped, for fish, and when the proposed Federation, of all the British territories and islands in the Caribbean, comes about in 1955 or 1956, undoubtedly there will be an attempt to pool resources and start new industries of this nature. But tradition will undoubtedly die very hard, and little decline in the purchase of Canadian fish is to be expected for many years.

The decline in grain imports is partly due to increased production and consumption of rice, which is steadily continuing to replace wheat as a food staple all over the Caribbean. Considerable rice is now grown in Jamaica, and much will be grown in British Guiana and British Honduras to supply the Caribbean market.

Manufacturing Impetus

With the coming Federation of the British West Indies into a single self-governing dominion there may also be an attempt to produce paper and packing products from bagasse (the waste fibres left after sugar has been crushed from the cane), and as a high percentage of paper imported is for packing, this trade could decline too. Important is that the British Caribbean Territories, once they have been knit together within a Federation, wish to become economically as self-sufficient as possible, and therefore will concentrate on developing industries of their own, or attract foreign industrial capital to cut down imports of manufactured goods.

They have advantages to offer foreign capital. Labor is cheap and plentiful, the island is centrally located for trade with the rest of the West Indies, South America, and the Central American republics, and the Jamaican Government gives generous tax concessions to companies wishing to start business here. Government is stable. The party in power, the People's National Party, is socialistic in outlook and policy as far as the organization of agriculture is concerned; but its chief representative has taken pains to point out that private enterprise is both welcomed and will be protected.

Canadian banking, insurance, and shipping has always played a big part in the island (and in the Caribbean generally). When the proposed Federation of all the British islands and territories in the Caribbean into one large dominion comes in the next year or so, there will be a new challenge to exploit the larger market so created. Jamaica claims investment opportunities in hard wood products, light manufacturing, real estate and tourist trade, construction, manufacturing of light agricultural equipment, canneries, and foodstuffs, among others.

ELECTRO VOX NEW INTERCOM

- VERSATILE
- EASY OPERATING
- NATURAL VOICE
- Automatic Answering
- Chime & light for privacy
- Simultaneous conversations
- Each station (from 2 to 40) costs less than 4¢ a day
- Interesting rental plan

for National Sales & Service call
ELECTRO-VOX INTERCOM INC.
Montreal 2222 Ontario E. FA. 3067 · Quebec Tel. 2-8606 · Ottawa SH. 6-1935 · St. Catharines MU. 4-4640 · Toronto 373A Church St. EM. 3-3766

6 important Chartered Trust services
- Savings
- Mortgage Loans
- Investment Management
- Guaranteed Investment Certificates
- Real Estate Agent
- Executor of Will

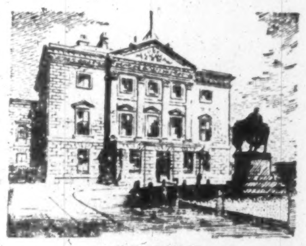
Phone or write for details
CHARTERED TRUST COMPANY
TORONTO: 34 King Street West—EM. 8-7681 · 20 St. Clair Ave. W.—WA. 2-5158
MONTREAL: 388 St. James St. W.—HA. 5165

Light, portable conveyors are essential for transporting goods to trucks, box cars, aboard ship or throughout your plant. MAGNESIUM extrusions provide the perfect means of achieving both the lightness and stability required.

The combination of light weight and ease of machining also makes MAGNESIUM a logical choice to improve your product and reduce costs in many other fabrications. Structural sections, tubes, angles and exclusive shapes are available for your designers.

For further information contact:
DOMINION MAGNESIUM LIMITED
320 BAY STREET · TORONTO, CANADA

ROYAL BANK OF SCOTLAND
INCORPORATED BY ROYAL CHARTER 1727

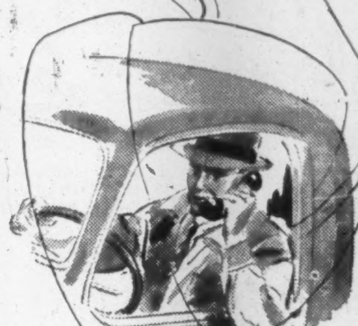


HEAD OFFICE
ST. ANDREW SQUARE, EDINBURGH
Branches throughout Scotland and in London
CORRESPONDENTS THROUGHOUT THE WORLD
TOTAL ASSETS
£181,132,059
$498,113,162

ONE OF BELL TELEPHONE'S SPECIALIZED COMMUNICATIONS SERVICES

AVOID LOST TIME, WASTE MOTION

REACH HIM BY
BELL MOBILE TELEPHONE



You can "catch" him on his rounds or on the road simply by lifting your telephone. Bell Mobile Telephone Service makes easy the prompt re-routing of vehicles and equipment, quick action in emergencies, immediate contact with key personnel.

And it means that *you* can call from a vehicle to office, home, another company vehicle, or any of the millions of telephones reached by Bell. Private mobile telephone systems are also available.

Radio telephone equipment is installed in your vehicles by Bell, is maintained by Bell technicians on call in *your own area*. You simply pay monthly service charges, avoiding capital costs and the worry and expense of replacements and repairs.

For a study of your needs, and recommendations on the most suitable type of Bell Mobile Telephone Service, get in touch with our nearest business office.

Whatever your communications problems, be sure to consult Bell . . . specialists with the men, the resources and the technical knowledge to engineer, build, install and maintain all types of communications systems.

THE BELL TELEPHONE COMPANY OF CANADA

A section (upper and lower berths) is practical for family travel . . . air-conditioned and comfortable.

Comfort and down-to-earth prices feature Canadian National's modern equipment. Offering a wide variety of accommodations to suit every need, 592 smart passenger cars are in service in all ten provinces. "Travel Living" on Canadian National is relaxing and practical. Whether you are an experienced traveller or a family man weary of driving through traffic, plan your next trip by Canadian National. You get so much more for your money when you go by train.

Thinking of Holidays? TRY A CNR "PACKAGE TOUR"!

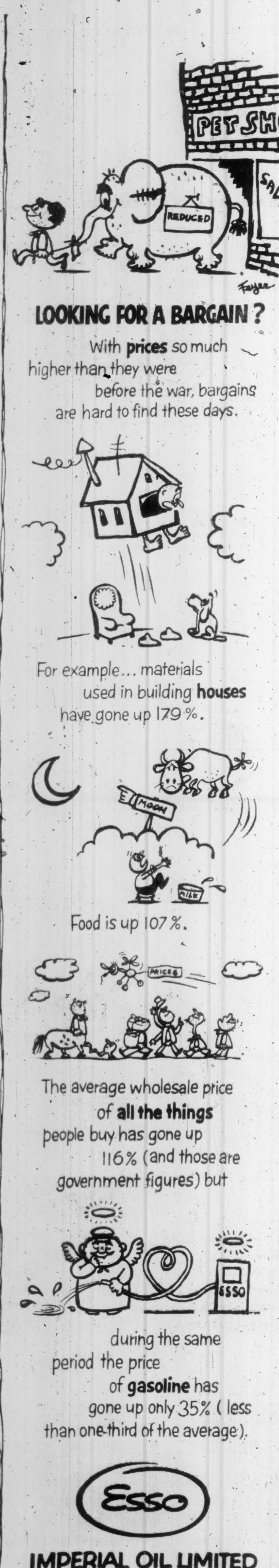
No matter how much time or money you have to spend, we can make up a "Package Tour" for you, your family and friends. Tour prices include transportation, first-class hotel accommodations, sightseeing and other features. Any Canadian National ticket agent will be glad to discuss a "Package Tour" with you.
And be sure to ask your CNR ticket agent or travel agent about the money-saving CNR Family Fare Plan and Mid-Week Bargain Coach Fares.

By arrangement at major points you can have a drive-yourself car waiting for you.

Mealtime is a highlight of your trip whether you choose dining car, the smart new dinette or the Coffee Shop service shown left.

CANADIAN NATIONAL RAILWAYS

GO BY TRAIN—
you get so much more for your money!



How To Sell $62 Millions

Bell Telephone Weathers Four-Week Stock Flurry

MONTREAL (Staff) — Bell Telephone's bankroll bulged with over $62 millions of new cash this week. And yet, as the last few thousand orders of Canada's biggest-to-date common stock sale were tidied up, there was a touch of anti-climax around the Bell offices.

"Too bad," said a treasury man wistfully. "Everything was running so smoothly. Now, we'll have to tear it all down again."

He was talking about a setup on which he's been spending most of his time since last December. For sheer bulk—nearly 400 people—it's as big as the permanent staffs of many fair-sized Canadian manufacturing concerns. Yet Bell had to knock it together solely for the purpose of getting some 1.7 million new shares into the hands of over 80,000 people and institutions in the short space of four weeks.

Planning started last Dec. 1, with Assistant Treasurer W. C. Corbett in charge. Operations finally hit a peak in the last couple of weeks.

"Actually, there haven't been many major headaches," said L. R. Digby, second-in-command. "But there must have been 50,000 little ones."

Bell, of course, couldn't tip its hand on the issue before it applied to the Board of Transport Commissioners. Everything had to be kept under tight wraps. But at the same time planning had to be started, and essential preparations made.

This led to some delicate problems, as in the matter of lining up furniture, equipment, machines.

"We rent this sort of thing for our issues. But we've sold stock so many times now since the war—and so regularly—that second-hand dealers around town have gotten used to it every year and a half or so. Some of them even buy new equipment now, specially for our issues. And they were trooping into our offices six months ago, trying to find out if something was on the fire."

Job For Diplomats

Bell couldn't say yes. But a strong and very definite no might have scared them off. So the treasury department diplomats had their hands full.

Inevitably, word did get around the investment community that an issue was coming up. But the more vital details on timing, terms, etc. were well kept.

Finally, Bell officials breathed easy on Feb. 26, when notice of the application to the Board was first published in the Canada Gazette. That put everything in the open and plans were pushed ahead rapidly.

Soon, the equipment was on its way to the old Salada Tea building on St. Lawrence Blvd. in downtown Montreal. A formal training program went into motion for the first time.

Bell figured out its needs practically to the last paper clip—everything from 400 desks and tables, 60 typewriters, 55 adding machines, 50 file cabinets and 12 safes to 180 ballpoint pens and 200 ashtrays.

To staff the operation, it pulled 22 treasury people off their regular work, borrowed 12 supervisors from other departments. But most of the people—315 all told—were drawn from outside.

Most were married women. Many were old Bell employees. All had previous working experience, and about a third had worked on previous issues.

Two key Bell officials were put on training plans, full-time. Most of the new staff were given two days' training. Those in the trouble-shooting "communications" division got three.

Seven floors of the St. Lawrence Blvd. building were crammed with desks and equipment, 70 telephone circuits had been tied in with the main company P.B.X. Special passes were issued to everybody working on the issue, and a uniformed commissionaire was there to check people in and out.

In the Toronto office, more staff was obtained to handle transfer of rights, take in subscriptions and supply information.

A total of 350 Bell workers, plus 40 employees of Royal Trust, the rights agent, were almost ready to roll at a six-day-week clip. Their target: 10 days from receipt of a subscription to mailing of the stock certificate.

On March 22, circulars were mailed off to the 115,000-odd shareholders, giving them advance notice of what was coming. Then on Saturday, April 2, the warrants went out.

Clear-Cut Pattern

From previous offerings, Bell knew that the flow of subscriptions would follow a clear-cut pattern. At first, a trickle. Then a great many orders for a small number of shares, generally from people who don't mind parting with their cash a week or two before the deadline. Finally, in the last few days, a reversal of the pattern, as the big shareholders who like to keep their money earning interest right up to the last minute send in their orders.

Here's how the mass-production business of getting each order handled as fast as possible was set up:

Bell used the upper floors of the 10-story building, totaling in all 31,000 sq. ft. A top-to-bottom flow chart was the answer.

Work started on the 10th floor, where orders were opened and then sped down to the 9th.

Each subscription got a thorough once-over—to see that forms were filled out right, that the cheque was for the proper amount. Each examiner had five cardboard boxes on her desk, and into them went the orders according to category:

—Straight subscription, where the number of shares to be bought tallied with the number of rights owned.

—Subscription and buy, where the purchaser wanted more shares than he was entitled to and therefore had to purchase rights.

—Subscription and sell, the reverse of subscription and buy.

—Straight sale, where all the rights were to be sold.

—Miscellaneous, for several different kinds of orders coming from the same source, such as a broker.

Bell had also set up a public office on the 9th floor, where banks, brokers and other financial institutions could bring in orders, save delay of mailing.

Royal Trust's Part

As the boxes were emptied, the subscriptions were bundled up into blocks of 40. With each block, forms were filled out showing the total number of shares to be bought, number of rights to be bought or sold, etc.

At this point, Royal Trust came into the picture. All the blocks were shipped off down to Royal's own staff of 40 on the 7th floor, and one copy of each form was removed.

Each day, Royal added up all the rights to be bought and sold, came up with a balance, went into the market, and made one big sale. Whatever price it got was charged or allowed on each of the thousands of orders. It split up the broker's charge pro rata, levied a commission of 3c per right, and started getting out cheques or bills to the shareholders.

Having the rights agent in at this point broke the smooth flow a bit, because after Royal finished with the blocks they were all shipped back up to the 8th floor, where everything done on the 9th was rechecked. But Bell figured it was essential to get the selling of rights done as fast as possible, to avoid any criticism from shareholders.

From the 8th then, the blocks moved down to the 7th, passed through the payments section. Cheques were taken off (except the big ones, over $25,000, which had been popped into the bank almost as soon as they arrived) and deposits made up. There too, a daily report was made up for Treasurer J. R. Logan and President T. W. Eadie.

From payments, everything was carted down another floor to the registration section. There, five copies of a registration slip were typed up. One was for the official stock registrar, another to accompany the stock certificate to the shareholder. The third was for the shareholder's record, the fourth an immediate acknowledgement, the fifth a spare for filing separately in case of fire, loss, etc.

On the same floor, a check was made of the validity of the warrants submitted against the original warrant stub. Nobody has ever tried to forge a warrant, apparently, but one time a man tried to change the number; he was caught.

Down another floor then, to have the stock certificates typed, verified, signed, and handed over to Montreal Trust, the registrar, for countersigning. Back again for a few days' wait—in case anybody's cheque bounced—and then out in the mail.

While all this was going on, a group of some 55 people was spending all day every day—and most evenings—unraveling problems on the fourth floor. This was the communications section, to which everything that was wrong—about one out of every 10 subscriptions had something the matter with it—was funneled.

On one side a battery of eight phones rang steadily most of the day. On the other was a blackboard, on which the price of the stock and the rights were chalked up every hour.

It was one of the few spots where there was personal contact with shareholders. So public relations was vitally important.

Finally, on April 29, the rights to purchase Bell stock expired. About two or three weeks' work remained for some of the people involved in the operation. After that the whole apparatus is scheduled for dismantling. It will be reassembled, perhaps, in late 1956 if past experience is any guide.

COMPANY REPORTS

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

Construction

ERIE FLOORING & WOOD PRODUCTS LTD. net profit of $5,453 for the fiscal year ended June 30, 1954, was 84.8% lower than previous year's net of $35,833.

Company's operation was "unsatisfactory" due, among other things, to an upset of managerial routine caused by the death of an experienced president, reports the new president, Geza G. Por.

Hardwood flooring was "significantly" affected by ever-increasing competition from plastic, rubber tile and other substitutable products. This competition resulted in prices that allowed profit margins only to manufacturers located in low wage areas, states the president.

Hardwood lumber production and marketing also encountered hardships, as the U. K. at present prohibits dollar purchases of Canadian hardwoods and exports to U. S. are handicapped by the discount on the U. S. dollar.

Faced with these circumstances, the company has decided to intensify marketing of both western and eastern softwoods and to introduce new lines of manufactured products.

In the course of administrative reorganization, operations of the company's subsidiaries, American Sawmill Products Ltd. and National Lumber Exporters Ltd., have been restricted to inventory liquidation. Operation of West Lorne Lumber Co., a subsidiary, is being maintained.

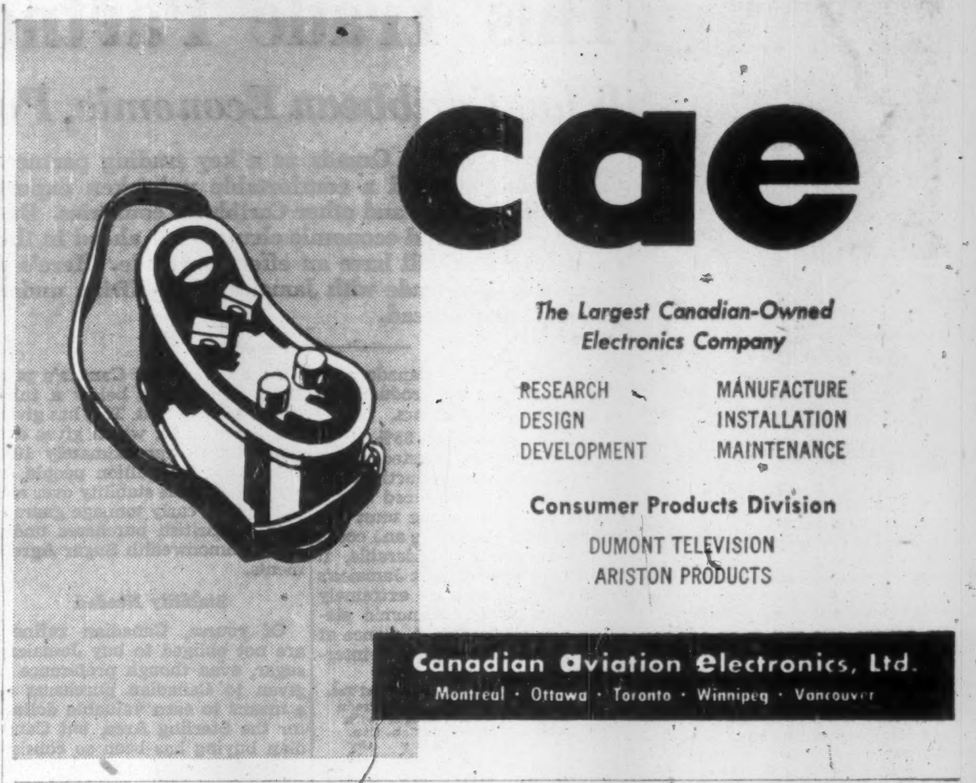
ERIE FLOORING & WOOD PRODUCTS LTD.

INCOME ACCOUNT

Years Ended June 30:	1954	1953
Net sales	$1,846,284	$1,648,432
Net earnings	20,016	76,042
Less: Deprec.	11,798	8,512
Income taxes	2,765	31,697
Net profit	5,453	35,833
Less: Cl. A divd.	21,000	21,000
Cl. B divd.	15,000	15,000
Deficit for year	30,547	167
Earnings per Share and Dividend Record:		
Class A	$0.16	$1.02
Paid	0.60	0.60
Class B	d0.28	0.25
Paid	0.25	0.25

CONDENSED BALANCE SHEET

As at June 30:	1954	1953
Cash	$31,916	$83,052
Accts. rec., less res.	393,248	447,905
Deps. on contracts	105,378	57,583
Inventories	176,295	171,020
C.s.v. life ins.†	14,392	8,199
Total curr. assets	721,229	737,739
Inv. in assoc. cos.	7,491	7,491
Fixed assets*	48,465	49,863
Total assets	777,185	795,083
Accts., divd., etc. pay.	16,473	21,677
Res. for tax., cont.	765	16,697
Total curr. liabs.	17,238	38,374
Capital stock	40,000	40,000
Earned surplus	719,947	716,709
*After depr. of	80,827	72,591
†Incl. in curr. assets in co's report.		
Working capital	703,991	699,365



SOL EISEN
PENSION CONSULTANT
INSURANCE COUNSELLOR
BUSINESS INSURANCE

THE CANADA LIFE ASSURANCE COMPANY
330 UNIVERSITY AVE. EM. 8-7432

Since 1936 specializing in designing, installing and servicing employer-employee benefit and pension plans.

Author of booklet on "Pension Planning."

Established 1899

CONTINENTAL LIFE

For Security Tomorrow Insure Today

Your confidence is well-placed when you insure with the Continental Life. For over half a century this Company has been helping to guarantee the financial future of its policyholders and their dependents.

Carrying on this tradition are representatives experienced and skilled in counselling on life insurance needs. They will give your problems courteous and careful consideration.

There are 24 branches in the principal cities across Canada ready to serve you.

FOUR SQUARE

THECONTINENTAL LIFE

An All Canadian Company

HEAD OFFICE TORONTO

insure in

Great American Group of Insurance Companies

J. H. HARVEY, Manager

HEAD OFFICE FOR CANADA, 44 VICTORIA ST., TORONTO

Hudson's Bay Oil Bond Issue Sold

A new issue of $25 million 4% first mortgage sinking fund bonds of Hudson's Bay Oil & Gas Co. has been sold by a syndicate headed by Wood, Gundy & Co. and A. E. Ames & Co.

The bonds, which mature May 1, 1975, were offered at 99.50. Proceeds will be used to repay $19 millions in bank loans and for general corporate purposes. The sinking fund will amount to $1 million annually, starting May 1, 1960.

Company is owned 75% by Continental Oil Co. in the U. S. and 25% by Hudson's Bay Co. Pledged as security for the first mortgage bonds are 53.8 million bbl. of net proved recoverable crude oil. At March 31, company had total proved estimated net recoverable reserves of 70.2 million bbl. and in addition had probable and possible crude reserves of 80.3 million bbl.

(Portrait by Karsh)

EARL ALEXANDER

of Tunis, former Governor-General of Canada, has been appointed director, Aluminium Ltd.

Asbestos Corp. Earns More Despite Dollar Sale Barriers

MONTREAL (Staff)—Asbestos Corp.'s earnings for 1955 should show an improvement over 1954's $4,366,918 or $2.43 per share, President A. L. Penhale indicated at the annual meeting.

Outlook seems good, it was stated. Asbestos fibre demand is quite strong, although company sales and asbestos consumption are still affected by dollar barriers in certain countries.

The new Normandie Mine is now in production, and results so far have been good on both yield and quality. It should be at or near full capacity within a few weeks.

The company's Vimy Ridge Mine was closed in February, and any ore left will ultimately be treated in one of the other mills. The resulting reduction in productive capacity will be more than offset by Normandie mine.

Starting from a cut-off date to be decided by Federal Government, earnings of the Normandie are expected to be federal tax-free for three years, shareholders were told.

keeping Canadian OIL on the MAP
NICKLE MAP SERVICE LTD.

Grand & Toy Builds New Plant, Warehouse

Printing plant, warehouse and general and executive offices of Grand & Toy Ltd., Toronto, will be moved to a new 95,000 sq. ft. building under construction in suburban Don Mills Development.

The building was specially designed by architects John B. Parkin Associates to put order filling on a "production line" basis. A special feature will be inside truck loading and unloading facilities to speed handling and protect shipments from the weather.

Grand & Toy Ltd. has expanded in 73 years from one small store to five stores, all in Toronto, with 32 outside salesmen.

Electricity's Key Men Meet To Revive Safe Wiring Aims

Renewed impetus is to be given the campaign in Canada for adequate electric wiring. Next week, more than 100 key men of the Canadian electrical industry will meet in King Edward Hotel, Toronto to discuss plans to restore the campaign's two-point function:

—Protection for home makers.

—Sales help for all branches of the industry.

Twenty years ago, Canada's adequate wiring program revolutionized wiring standards in Canadian house construction. It made houses safer by ensuring ample electrical capacity to produce better lighting and accommodate all the new electrical appliances that were then coming on the market. It also stimulated Canadians to wider use of electricity, acted as a potent sales force throughout the electrical industry.

By the 1930's, wiring standards had reached a high level of adequacy and sales of electric power mounted proportionately. The promotion campaign slowed down.

But today, with residential construction enjoying an unprecedented boom, the 1930's wiring standards still guide many builders, although the need for more capacity becomes increasingly apparent. Television, electric clothes dryers, air conditioners and a myriad of smaller appliances have put even small homes on a scale of power consumption that once was more appropriate to light industry.

Next week's inter-industry conference, sponsored by Electrical Contractor of Canada, in cooperation with Canadian Adequate Wiring Bureau, will bring together electrical manufacturers, distributors and dealers, power producers and electrical contractors.

American firms who have spearheaded the U. S. adequate wiring program are sending representatives. Kennecott Corp. will report on its consumer advertising campaign. The case history of Anaconda Wire & Cable Co.'s direct mail campaign will be available for study.

Evidence of how time-payment wiring sales have overcome one of the biggest hurdles of consumer resistance will be presented by Interprovincial Building Credits Ltd. Triangle Conduit & Cable (Canada) Ltd., Heggie Advertising Co. and President Roland DeMers of the Electrical Contractors Association of Ontario will deal with other aspects.

Kingston's Twin City Throws Seaway Party For Industries

What Seaway vitamins can do for a community's outlook on life is illustrated by Oswego, N.Y.

Oswego, some 70 miles from Kingston, Ont., held a conference scheduled to draw some 300 industrialists and shipping men to study its future as a location for industry. The Seaway is the central plank of its platform.

The small city (pop., 23,000 last census) was emboldened to flex its economic muscles and challenge—in a small way—the giant port of New York. Oswego is "ideal for Central New York's use in exporting to foreign trade," the Mayor announced.

Its companion city of Kingston on the Canadian side was to take an active part in the conference. More than 50 industrialists and port leaders from Kingston signed up to attend. Their city faces much the same problems as Oswego, and combined efforts would help both, the Mayor of Oswego declared. Both expect many advantages from both the Seaway and power development on the St. Lawrence.

Speakers at the conference included the administrator of the U. S. Seaway Authority and various shipping and foreign trade banking leaders.

The entire town turned out, in a civic holiday, to welcome visiting businessmen. The Chamber of Commerce, an organization known as "Operation Oswego," city officials, practically every service club and fraternal organization and many other groups took part. Townsfolk picked up the check for visitors' entertainment.

Official name of the event is the Central New York Payloads Conference. "Most important civic event of the past 30 years," says an Oswego publicist.

E. B. Eddy Bonds Sold

An issue of $5 million first mortgage bonds, 1955 Series, of E. B. Eddy Co. has been sold by a group of dealers headed by Wood, Gundy & Co.

The issue consists of $1,250,000 3¼% serial bonds due June 1, 1956-65 and $3,750,000 4% sinking fund bonds due 1975. The sinking fund bonds were offered at par and the serial bonds were placed privately.

Proceeds will be used to retire about $4 millions of notes payable, and the balance for general corporate purposes. Company plans to spend $5 millions in 1955 and 1956 on modernization and improvement.

Combined annual capacity is expected to be increased to 155,000 tons annually of finished products from eight machines. Present capacity is 150,000 tons from 10 machines, but the modernization program involves the shutdown of two old and less efficient machines.

Capitalization on completion of the issue will consist of $15 million funded debt and 3,000 common shares, $100 par. All the common is held by Eddy Paper Co.

Maximum annual interest requirements will be $571,875. Earnings after depreciation in 1954 covered this sum four times. Company reports sales in 1955 well ahead of a year ago, and a marked improvement in profits.

ANNOUNCEMENT

NEW B-A DIRECTOR

BEVERLEY MATTHEWS, C.B.E., Q.C.

The election of Mr. Beverley Matthews to its Board of Directors has been announced by The British American Oil Company Limited. Mr. Matthews is a partner in the legal firm of McCarthy and McCarthy.

Mr. Matthews is a Director of The Toronto-Dominion Bank, Brazilian Traction, Light and Power Company Limited and other companies.

He is a member of the Board of Governers of the University of Toronto and a Past President of the Toronto Board of Trade.

Still another NEW MONROE

HERE'S another completely new Monroe — the very latest in fully automatic adding-calculators.

Take zeros for example, or decimals . . . just two of the many exclusive automatic features of the new Monro-Matic 8N. Both flow automatically! Multiplication, division, addition, and subtraction . . . any and all figuring work is turned out easily and with lightning speed because it's done automatically.

The Monroe 8N is simplicity itself. Its single keyboard means more figures can be set with less motion. And with *Automation doing most of the work, the operator by-passes hundreds of extra steps.

Watch how the new 8N flies through the toughest figuring jobs. A demonstration in your own office, on your own work, involves no obligation. Telephone the nearest representative of Monroe.

Sales and service MONROE *throughout Canada*
CALCULATING • ADDING • BOOKKEEPING MACHINES

See local telephone directory for address and telephone number of nearest office

School's out . . . and so is the community

Out . . . a desperately needed junior high school. This unsprinklered, three-story brick-and-frame building was already overcrowded when a fire of undetermined origin destroyed it. Overnight the School Board was confronted with fitting 700 students into an overcrowded school system.

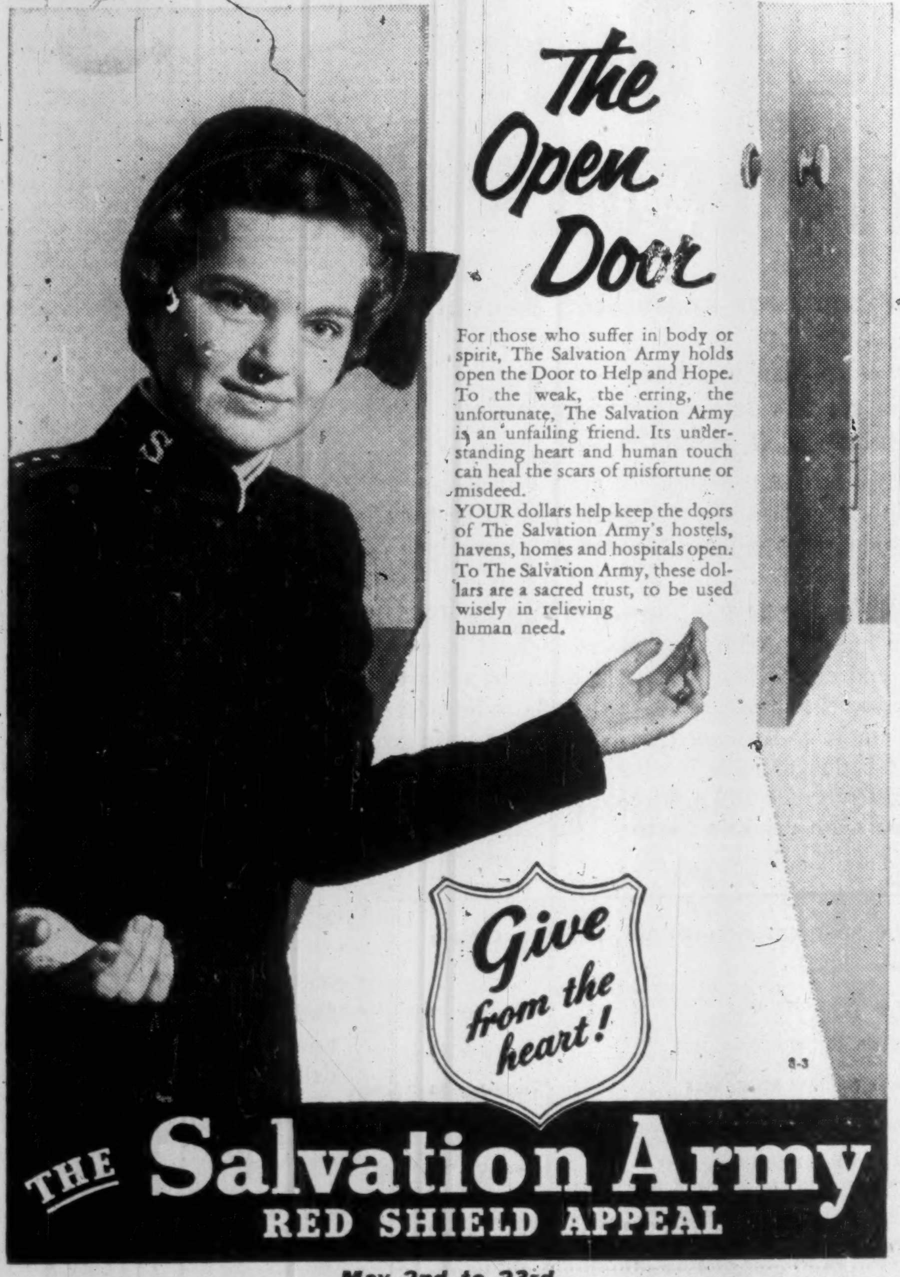
Out of pocket. It will cost $2,700,000, officials estimated, to replace this school, insured for $446,660.

Out of date. Progressive communities, aware of the many losses a city or town can suffer in such fires, consider the cost of a Grinnell Automatic Sprinkler System a small price to pay for around-the-clock fire protection. Grinnell Sprinklers stop fire at its source, wherever and whenever it strikes, night or day, with automatic certainty.

You have a stake in your city's school system, if not as a member of the School Board, then as a parent and taxpayer. Don't wait until disaster strikes in *your* community — show this advertisement to your school authorities. Ask for action. A Grinnell Sprinkler System often pays for itself in a few years through reductions in fire insurance premiums. So, if you have insurance, you're probably paying for Grinnell Fire Protection anyway . . . *why not have it?* Grinnell Company of Canada, Ltd., Edmonton, Montreal, Toronto, Vancouver.

GRINNELL
PROTECTION AGAINST EVERY FIRE HAZARD

Manufacturing, Engineering and Installation of Automatic Sprinklers since 1878



THE Salvation Army
RED SHIELD APPEAL

May 2nd to 23rd

Campaign Headquarters: 37 Dundas Street East, Toronto. Telephone EM. 6-9941

Rt. Hon. Arthur Meighen, P.C., Q.C., Hon. Chairman

Gordon F. Perry, Hon. Vice-Chairman — R. G. Meech, Q.C., Gen. Campaign Chairman — H. M. Turner, Corporate Gifts and Special Names Chairman

Don't Breathe—It May Kill You

The Fight Against Smog's Economic and Physical Menace

By A. S. ODDIE

Smoke can be a killer. But because it kills less dramatically than unguarded railroad crossings, uncharted icebergs, or metal fatigue in a jet airliner, it attracts little attention and public authorities balk at expenditures for smoke control. Meanwhile smoke, in addition to its lethal activities, does millions of dollars worth of damage and piles up costs in unburned fuel.

It takes a major disaster to arouse even a fleeting interest in the protection of the most important commodity of daily life: the air we breathe. Everyone takes in between seven and 10 thousand quarts of air a day, so that the purity of this air is of paramount importance. Yet most of us take more interest in whether our bread is fortified with vitamin B1., or whether the cheese we occasionally eat is pasteurized.

In Canadian cities smoke, or mixed in with fog, smog, has not yet reached the proportions of a London or a Pittsburgh, but the difference is only one of degree. Smog causes damage and deaths in Montreal, Toronto and Vancouver just as in London, Eng. But because these calamities do not happen all at once, they are apt to pass unnoticed.

What does smoke do to the human system?

Disease thrives in dirty air, and the ill effects are cumulative. Corrosive and irritating fumes wear down the respiratory tract and weaken its defense against bacteria. Allied with this is the fact that smoke cuts off 25% of the short wave ultra violet rays present in sunshine. These rays have therapeutic powers and are the natural enemy of bacteria.

It is easy to check the filtering effect of smoke by comparing an hour of sunbathing in a city backyard with the same time at the country cottage.

Dr. Whaley, chief of the ear, nose, and throat department at Toronto's Hospital for Sick Children, says there is no doubt that dust and dirt in the air play a part in causing tracheitis, a disease of the upper respiratory tract which afflicts children at the toddler stage. This disease is particularly prevalent in Toronto where from October to March inclusive, between 20 and 50 patients are admitted to hospital each month. Some of these require an immediate operation if their lives are to be saved.

In Cincinnati deaths from pneumonia are 10 times higher in the factory basin than in the residential suburbs on higher ground. Manchester, Eng., has a climate sufficiently damp to make the city the hub of the cotton spinning industry. It also has a severe air pollution problem with a death rate from respiratory diseases twice the average for the country as a whole.

Dr. Kingsley Kay of the federal health department in Ottawa believes polluted air may be responsible for more cases of lung cancer than can be charged to cigarette smoking.

The list could be extended indefinitely.

How Stop It?

But industries have demonstrated that they can cut smoke. It takes money and effort, but it can be done.

In Toronto one factory is collecting 14,000 lb. of fly ash in its dust filters every day. Another company is collecting 3,000 lb. of zinc oxide each day. Before the dust collectors were fitted, all this material was being loosed into the atmosphere.

Railroads, shipping, cement factories, smelting plants, asbestos mines, cars, incinerators, and houses, all contribute their share of impurities to the air. The variety of damaging fumes produced by these sources would be enough to give Canada's larger cities an atmosphere as lethal as that of Los Angeles, or London but for one fact. More often than not the weather is on our side.

Normally an obliging wind, or up-currents of air caused by the relative warmth of the city, carry away smoke and fumes before the concentration can become dangerous.

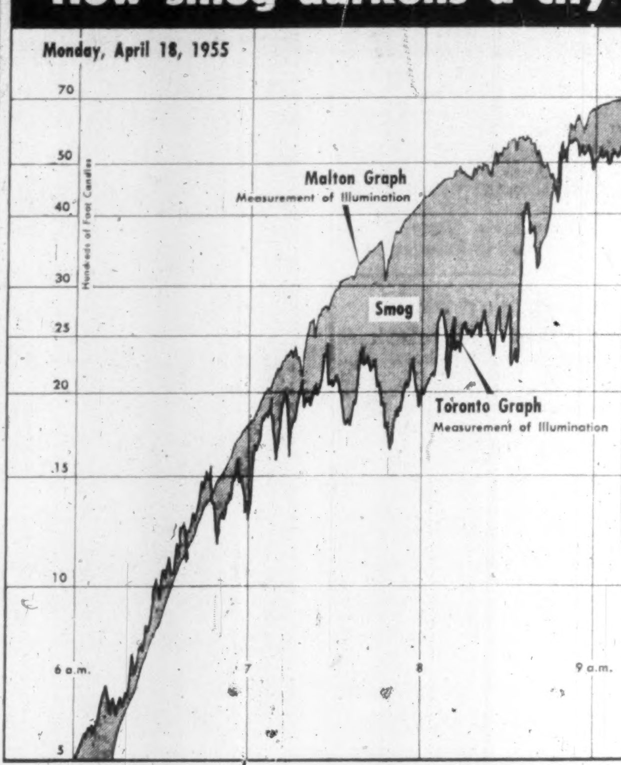
Now and again, however, the weather is less co-operative and the polluted air, instead of being swept away and diluted, stays in the area and poisons people just as surely as if they had shut themselves in a garage with an automobile and left the engine running. When weather and smoke join forces in this way smog is the result.

First requirement for smog is faulty, wasteful combustion and the neglect of precautions for the removal of fly ash, soot, grit, and other impurities from the burnt gases before they are released into the air.

To the combustion engineer there is no such thing as a smoky fuel. There are only right and wrong ways of burning it.

Smog is likely to form on humid overcast days because the moisture in the air acts as a carrier for the dirt particles and also as a blanket preventing the escape of polluted air. But humidity is not the only factor. If it were, Vancouver would have a more acute smog problem than it actually has because the relative humidity there during the five winter months is 86%, compared with 76% for London, Eng., 73% for Toronto, and 69% at Dorval, Que.

How smog darkens a city



Another weather phenomenon which can tip the scale between normal conditions and a severe smog is temperature inversion.

Usually, the higher you get above ground the colder is the air. But sometimes, when the nights are cool, a layer of cold air forms close to the ground, topped by a layer of warmer air. The warm upper air acts as a lid preventing the escape of polluted air which therefore accumulates in the cold stratum near the ground. Fruit growers benefit from this weather freak when they lay a smoke screen over their orchards to save the trees from frost.

There is another natural feature which allies itself with smog—the topography of the city site. Smog, for example, likes a valley.

What does smoke cost in terms of unburned fuel and damage to buildings?

In Britain, annual losses caused entirely by air pollution are estimated at $650 millions a year, or $15 per person per year. Figures are not yet available for Canadian cities since most of them have taken up the cudgels against smoke only within the last four or five years. But in the first annual reports issued by Toronto's Air Pollution Advisory Board a rough figure of $10 millions a year is quoted for that city on the basis of a loss of $10 per person per year.

Here are some of the ways in which air pollution piles up the bills. In St. Louis, Miss., the city hall tower had to be dismantled because acid in the air corroded the structure.

A New York telephone company, had serious trouble from dirty air causing wrong numbers. After a lot of research the trouble was cured by fitting electrostatic air filters in all exchanges.

In Boston, Mass., it is estimated that 10 lb. of airborne dirt enters the average home every month.

Huge sums are spent annually in industrial cities for the cleaning of buildings. Not only is the grime a poor advertisement for the occupants of the building but, depending on the nature of the fumes and the solid particles in the air, it can be extremely corrosive.

Consumers' Gas Co. spent $10,000 on a cleaning job for its head office building at Toronto. The sum included re-painting the windows and re-pointing the masonry. About one-thirty-second of an inch of grime was removed. Although the job was completed only in November 1954 the grime is collecting again. Also in Toronto, the King Edward Hotel has acquired a $3,600 fresh look which is likely to prove just as impermanent.

On the positive side it has been reported that Pittsburgh's campaign against air pollution has saved the city annually some $27 millions in public and private expenditure on cleaning, redecorating, and allowance for depreciation resulting from the effects of smoke and fumes.

The type of pollution naturally varies according to the industries carried on in a particular location.

In downtown Toronto much of the dirt is caused by imperfect combustion of soft coal in ships and railroad locomotives. Both these sources are outside the jurisdiction of the city smoke abatement bylaw.

In Vancouver, shipping is also a source of worry to the authorities, with the lumber mills of North Vancouver as a runner-up.

It is easy to understand the problem of the lumber mills. A typical sawmill boiler generating 100,000 lb. of steam per hour may discharge up to 2½ tons a day of scorched, unburned fly ash into the air. It is almost impossible to control this by adjusting combustion conditions because the waste wood used as fuel comes in a great variety of shapes and sizes from fine sawdust to chunks of bark. Some of it is dry, some soaking wet.

The Fight In B. C.

One answer to the problem has been found by the West Coast's Macmillan & Bloedel, a member of Vancouver's Kleneair Society, a group of firms and individuals fighting the smoke and cinder nuisance in Vancouver.

Macmillan & Bloedel has fitted a "multi-clone" precipitator to the mill boilers. This device imparts a whirling motion to the flue gases by means of fans. (The action is much the same as that of a cream separator.) The solid particles that constitute fly ash are thrown to the walls of each of a group of tubes, and the particles, mostly unburned carbon, are then returned to the furnace for a second pass through.

By this method as much as 90% of the fly ash is precipitated before it gets into the stack. As well as practically eliminating air pollution this raises the Btu output per lb. of fuel.

Part of the $500,000 Macmillan & Bloedel is spending to boost efficiency and reduce air pollution will provide extra boiler capacity since it has been found that the fuel yields more Btus if the boilers are not pushed to the limit.

Fly ash collected in plants burning pulverized coal is becoming a valuable byproduct. Eleven electric utilities now sell it for a variety of uses. It replaces 1-A slag for "choking" the base courses of highways; makes concrete blocks capable of withstanding a pressure of 1,285 psi., and concrete for undersea construction work; it is also used for cleaning copper kettles in a brewery.

At least two companies are selling 100,000 tons a year, at $1.50 per ton in bulk.

Sulphur dioxide gas poses one of the most serious pollution problems. It is a common waste product and tons of it may be discharged from factories and smelting plants. A poisonous gas, it is readily oxidized by oxygen in the air to sulphur trioxide. On humid days the reaction goes a step further with the combination of sulphur trioxide and water to form strongly corrosive sulphuric acid. Steel, stone, and human lungs are ready victims of this acid.

At the big smelter city of Trail, B.C., 95% of the sulphur dioxide fumes are captured in the smoke stacks to make ammonium sulphate, a valuable fertilizer. This is another example of economy going hand in hand with the prevention of air pollution.

Asbestonians Lucky

In asbestos country there is yet another brand of air pollution—asbestos dust—which alarmed the local population long before smog made sensational headlines in London, Los Angeles, and San Francisco. Asbestos companies are currently spending $4 millions on the control of this nuisance and it is estimated that by 1956, dust should have almost completely disappeared.

Progress of the campaign is exactly measured by the reduction of the dust count per unit volume of air. Maurice Lachance, ventilation engineer in the district, says the count has been reduced by 50% since the campaign began in towns like Asbestos, Thetford Mines, and Black Lake.

Air in the vicinity of the North Pole is virtually pure. Here, each cubic centimetre contains a mere 300 to 400 dust particles. No one expects the count in asbestos country to rival this low figure, but it is already lower than that of the average industrial city where a staggering 300,000 to 400,000 dust particles crowd each cubic centimetre of air.

"Compared to most city dwellers," Mr. Lachance says, "the Asbestonian breathes fresh, clean air."

Unburned carbon is the chief troublemaker in city air. It is generally not the bigger plants that offend. These are run by qualified engineers who know how to get the most out of fuel. Most large industrial firms are active in the smoke abatement war. The culprits are the smaller commercial and industrial establishments operating badly designed plants, burning the wrong type of fuel, or burning it in the wrong way.

Stringent anti-smoke laws have helped in some cities to reduce air pollution, but the root of the trouble goes deeper. The only complete answer, say the experts, is a sustained, country-wide educational campaign stressing these two points:

1. Smoke is a serious health hazard.
2. Smoke is a sure sign of inefficiency in the use of fuel.

They're Cleaning Up the Smog In Canada's Chemical Valley

Purity of the atmosphere in Canada's Chemical Valley compares favorably with that of cities such as Windsor, Baltimore, Cincinnati. In visibility and degree of clothing and building soil damage, Sarnia is in a more favorable position than either Pittsburgh or Columbus, Ohio.

These facts have been brought to light in an interim report on a continuing study by the Ontario Research Foundation of pollution (water and air) conditions in the St. Clair River basin. The study is sponsored by six Sarnia industries (Imperial Oil, Polymer Corp., Dow Chemical, Canadian Oil, Cabot Carbon and Sun Oil) in co-operation with the Ontario Research Council and the Ontario Government. It was begun in October, 1952.

The report concludes that the sulphur dioxide and hydrogen sulphide gases in Sarnia have a low concentration point; they do not affect vegetation growth or health.

Weather plays an important part: less favorable conditions often occur at sunrise; night pollution is higher than day; northerly winds disperse pollution better than southerly; greater wind speeds lower pollution; humidity and hot weather increase pollution levels.

Extensive steps taken by the industries concerned to reduce air pollution include:

Dow Chemical now burns within its plant as fuel or sells smoke-producing material formerly burned in open pits, has installed equipment to reduce chlorine fumes.

Canadian Oil has re-designed furnaces, installed dust separators, put a steam rig on the gas flare.

Imperial Oil has reduced gas escaping to the atmosphere by installation of new equipment, cut the dust emission from its cat cracker.

Sun Oil has installed a smokeless flare stack.

Polymer now removes about 80% of the fly ash resulting from burning of pulverized coal. The company has also installed a smokeless flare tip and discontinued open-pit waste burning.

These companies have also made extensive improvement in sewage effluent.

DIRECT LINE TO EFFICIENCY WITH Ericsson

automatic INTERNAL COMMUNICATIONS

- Top performance—complete reliability—low cost systems
- Inexpensive to install additional units, when needed
- No monthly rental payments—you own it outright
- Keeps outside lines free for your customers
- Small or large systems to suit every business.

Ask our "Advisory Counsel" about your communications problems.

Famed for high quality telephones, automatic and manual switchboards, loudspeaker intercom, conference and paging systems, time control systems.

Ericsson SERVES THE WORLD (SINCE 1876)

ERICSSON TELEPHONE SALES OF CANADA LIMITED

MONTREAL 1410 Stanley St., AVenue 8-8169 | TORONTO 34 Advance Rd., BElmont 1-1306

EAGLE STAR INSURANCE COMPANY LTD. of London, England

The British Crown Assurance Corporation Limited of Glasgow, Scotland

British Northwestern Insurance Company

Security National Insurance Company

HEAD OFFICE FOR CANADA
Eagle Star Bldg., 217 Bay St., Toronto
R. HOLROYDE, MANAGER FOR CANADA

BRANCH OFFICES—Montreal, Winnipeg, Calgary, Vancouver

Plan for Profit

For money-making information and ideas, use The Financial Post every week. It is Canada's most comprehensive business news service on investment and industrial opportunities, on how government moves affect you. Read The Post for facts that help you make profitable decisions.

Highlights from the
23rd ANNUAL REPORT
Year Ended January 31, 1955
of
ZELLER'S LIMITED

SALES—Sales for the year at $37,251,728 have again reached an all-time high, exceeding Sales for the previous year by $1,489,327. This is an increase of 4.16%. Exclusive of (a) new stores which were not in operation for a full two years, and (b) stores where Sales were abnormally affected due to remodelling, the net increase on a comparative basis was 2.09%. Keener competition for the Canadian retail dollar, together with some general downward trend in business no doubt had some adverse effect on total Sales.

EARNINGS—Net Earnings after provision for income taxes amounted to $1,456,555 as compared with $1,575,473 for the previous period. Before the close of the year under review, as more fully explained in what follows, the Company's existing Preferred Stock was redeemed and replaced by a new and larger issue, and the balance was allotted of its hitherto authorized Common Stock. After allowance for Preferred Dividends, in the amount of $161,407, which accrued during the year on the old and new Preferred Stock issues, the net earnings remaining were $1,295,148. This equals $1.99 per share on 650,000 Common Shares, being the average number thereof outstanding during the period. Had the new Preferred Stock replaced the old Preferred issues at the commencement, instead of towards the close, of the fiscal year, and a full year's Dividend been paid thereon, earnings on the total of 750,000 Common Shares now outstanding would have amounted to $1.64.

Profits before provision for Federal and Provincial Income Taxes amounted to $2,756,555. This represents a decrease of $308,918 from the previous year. The major portion of this decrease is the result of higher operating costs particularly employees' remuneration. A portion of this was due to the adoption of a maximum 40-hour week in all stores and the balance to higher wage rates. The total paid in salaries and other benefits for the year exceeded the previous year by over $600,000. In relation to Sales the amount paid to employees in salaries and other benefits rose from 15.21% for the previous year to 16.38% for the year under review.

DIVIDENDS AND RETAINED EARNINGS—Dividends of $140,447 were paid on the 6% and 5% Shares of the Company's Preferred Stock up to the date of their redemption. In addition, the initial dividend payable May 2, 1955 on the new 4½% Preferred Shares will include the sum of $20,960, which accrued from December 29, 1954, the date of their issue, up to the close of the fiscal year under review. A total of $665,625 was paid on the issued Shares of the Company's Common Stock in four quarterly dividends plus an extra payment of 10c per Share.

The total of the above dividends represented 56.78% of the Company's net earnings and 2.22% of total sales and after allowance is made therefor, the Company retained $629,523 for use in the business, as compared with $858,123 last year.

SUMMARY OF 20 YEARS OF OPERATIONS

Year ended Jan. 31	Stores Operating End of Year	Net Sales	Profits before Taxes	Federal and Provincial Taxes	Net Profits after Taxes
1936	18	$ 4,157,461	$ 100,343	$ 19,620	$ 80,723
1937	20	4,462,338	174,391	28,040	146,351
1938	22	5,063,910	274,040	43,276	230,764
1939	24	5,083,603	223,361	37,650	185,711
1940	27	6,180,192	313,439	60,150	253,289
1941	27	7,806,104	500,398	210,000	290,398
1942	27	9,621,971	762,735	380,368	382,367
1943	27	10,648,382	928,400	554,615	373,785
1944	27	10,271,400	866,528	499,870	366,658
1945	27	10,865,015	988,746	473,123	515,623
1946	27	12,042,813	1,074,043	509,778	564,265
1947	28	13,893,301	1,196,010	537,827	658,183
1948	30	16,949,232	1,511,671	638,519	873,152
1949	32	21,183,939	1,695,589	716,546	979,043
1950	32	23,457,312	2,079,502	891,309	1,188,193
1951	35	25,431,221	2,135,474	944,132	1,191,342
1952	35	27,433,267	2,188,327	1,179,411	1,008,916
1953	51*	35,113,167	3,152,613	1,740,000	1,412,613
1954	52	35,762,401	3,065,473	1,490,000	1,575,473
1955	54	37,251,728	2,756,555	1,300,000	1,456,555

* In this and following years the figure includes both Zeller and Federal Stores.
Note.—Adjusted to conform with latest income tax assessments.

A copy of the Annual Report giving full details of the Company's operations will be gladly sent on request.

ZELLER'S LIMITED
HEAD OFFICE: 5115 TRANS ISLAND AVE., MONTREAL

Ready Now!
SURVEY of OILS 1955

Order your copy for immediate delivery

If you invest — or plan to invest — make sure you get this authoritative information on Canada's fabulous oil properties.

Here is the "story behind the story" of great Canadian achievements in oil: myriad new discoveries yet to be fully evaluated; creation of oil pipeline facilities extending both east and west.

Published by The Financial Post, Survey of Oils for 1955 provides factual data on hundreds of oil companies engaged in western oil production and exploration; details of earnings, oil production, company oil reserves, finances, working capital. It includes descriptions of various Canadian oil fields. An extensive map section shows location of wells in established fields, together with leaseholds. Prices of crude and a price-range tabulation of listed stocks for 5 years are valuable features.

THE FINANCIAL POST, 481 University Ave., Toronto 2, Canada

Yes, enter our order as follows:

......copies SURVEY OF OILS, 1955 ready now $3
......copies SURVEY OF INDUSTRIALS, 1955 ready July $3
......copies BUSINESS YEAR BOOK, 1955 ready July $3
......copies SURVEY OF MINES, 1956 ready Nov. $3
......copies DIRECTORY OF DIRECTORS, 1955 ready Oct. $8
Regular price $10—pre-publication price to Sept. 15 $8.

Payment herewith ☐ Invoice us ☐

Company ....
Attention of ....
Street Address ....
City & Province .... Zone ....

Order your copy now for immediate delivery.

$3 POSTPAID ANYWHERE

ANNOUNCEMENT

DIRECTOR

JAMES G. THOMPSON

Supertest Petroleum Corporation, Limited, announces the election of James G. Thompson, Assistant-Secretary of the Corporation, as a Director. Mr. Thompson is also a Director of Standard Tube & T. I. Limited, Woodstock, and Assistant-Secretary of General Products Mfg. Corporation Limited.

May Dividends $16.7 Millions Up Substantially Over '54

May dividend payments (as declared at April 30) amount to $16,665,934, compared with $13,386,572 in May, 1954.

Several industrial, mining and financial companies which did not make distributions in May, 1954, have declared payments in May of this year. Among these are Argus, B. C. Forest, Canada Cement in the industrial, MacLeod-Cockshutt, New Dickinson, United Keno Hill and Upper Canada in the mining and Toronto-Dominion (Dominion only in May, 1954) in the financial category.

Payments already declared by 92 industrial and public utility stocks total $9,634,563. A year ago, 99 such issues distributed $8,124,156.

Several smaller distributions made in May 1954, have not been declared so far for May, 1955, but a smaller number of new May distributions including $1.2 millions by Canada Cement, as well as a fairly widespread increase in the size of distribution, more than offset the decreases.

Distributions by eight mines were $2,130,547, higher than the $1,445,416 distributed by four last year. Three oil companies have announced payments of $996,389 ($823,491 by the same companies a year ago).

Payment of $3,904,435 by 17 financial stocks compares with payment of $2,993,509 by 16 stocks in May, 1954. Among the larger increases in payments were those by Bank of Nova Scotia, Canadian Bank of Commerce, Investors Mutual and Canadian Investment Fund special and ordinary.

Dividends declared to date in 1955 total $218,840,480, up 7.7% from $203,235,635 in the first five months of 1954.

Following is a list of payments for May, 1955, as compiled by the Financial Post from records now available:

Monthly Dividends

	1955 $	1954 $
January	59,873,796	55,469,100
February	31,140,435	30,331,446
March	69,011,859	62,901,703
April	42,148,456	41,146,814
May	16,665,934	13,386,572
Total	218,840,480	203,235,635

Industrials and Utilities

Company:	Rate $	Date	Amount $
Anglo-Can. Tel. pf.	.56¼	2	70,313
Argus Corp. 2nd pf.	.60	2	90,000
Bates & Innes A	.50s	1	7,625
Blue Ribbon pfd.	.62½q	15	10,660
B. C. Forest	.10q	2	200,000
B. C. Tel. 6% 2nd pf.	1.50q	1	67,500
Stanley Brock A	.15q	1	4,703
Do. B	.10q	1	6,270
Caldwell Linen	.20q	2	8,000
Do. pfd.	.37q	2	5,550
Do 2nd pfd.	.20q	2	5,000
Can. Cement	§§.50	31	1,200,000
Can. Foils	.10q	16	10,000
Do. A	.15q	16	15,000
Cdn. Bronze	.31q	2	49,600
Do pref.	1.25q	2	9,375
Cdn. Car & F'dry	.20q	23	76,822
Do. A	.25q	23	89,173
Cdn. Dredge	.25	2	94,775
Cdn. Marconi	.06	2	273,281
Cdn. Utilities 5% pfd.	1.25q	16	50,000
Capital Estates	†.15	16	173,077
Jas. B. Carter	.30s+▲.30	1	30,090
Do. B	1.00	1	23,600
Catelli Food Prod. A	.12q	31	11,016
Do. B	.25q	31	22,951
Conduits Nat.	.25	9	40,200
Cosmos Imp.	.17½q	15	70,000
Crown Cork	.50q	16	50,000
Disher Steel A pfd.	.37½q	1	3,857
Dom. Bridge	.10q	2	256,976
Dom. Engineering	.30s+▲.40	13	437,500
Dom. Fabrics	.10	2	7,000
Do. 2nd pref.	.37½q	2	7,500
Dom. Tar	.10q	2	280,000
Dupuis Freres pf.	.30q	14	19,421
Federal Grain $1.40 pf.	.35q	1	43,446
Fisher & Burpe A	.40s	2	6,453
Do. B	.10+■■stk. div.	2	3,929
Freiman, A. J.	.12½q+▲.50	1	53,125
Do. 4½ pfd.	1.12½q	1	7,650
Gen. Steel Wares	.10	16	31,088
Do. pref.	1.25q	2	56,165
Gt. West Coal A	.12½	16	40,200
Do. B	.12½q	16	40,200
Gurney Prod. pf.	.40q	1	9,082
Hamilton Cot. pf.	1.25q	16	7,156
Hartz A	.12½q	1	3,750
Geo. H. Hees 6% 1st pf.	1.50q	2	12,000
Interior Brew. A	.12q	1	3,863
Int. Utilities pf.	†.35q	2	76,876
Lucky Lager Brew.	.06	2	108,189
M R A Holdings 5% pf.	.31¼q	2	14,934
McArthur Chem. 5% pf.	.25q	2	2,711
McCabe Grain A	.15q	2	6,730
Do. B	.15q	2	11,237
Mex. Lt. & Pwr.	.37½+stk.	2	666,314
Do. pf.	.50	2	426,622
Milton Brick	.10	20	55,000
Minas Bas. P. & P.	.50q	2	8,500
Minn. & Ont. Pap.	†.60	1	806,726
Nat. Grocers	‡‡.15q	16	44,378
Do. $1.50 pf.	‡‡.37½q	16	53,396
North-West Tel. 5% pf.	.12½q	1	3,125
Northwest. Util. 4% pf.	1.00q	2	65,000
Ont. Steel Prod.	.25q	16	60,550
Do. pref.	1.75q	16	6,306
Penman's	.75q	16	48,389
Do. pref.	1.50q	2	16,125
Pressed Metals	†.25	2	85,402
Quebec Power	.30q	25	199,164
Quinte Milk A	.15q	10	4,800
Reitman's	.15	2	27,000
Royal Oak Dair. A	.15q	2	5,625
St. Law. Flour pf.	1.75q	2	9,038
Scarfe & Co. A	.20q	2	7,000
Do. B	.10q	2	5,250
Shawinigan W. & P.	.30q	25	658,784
Sher.-Williams ord.	.45	2	101,124
Sidney Roof. A	.22½q●	1	11,250
Slater, N.	.15q	2	22,410
South. Can. Pwr. c.	.50	16	200,000
Stand. Fuel 4½% pf.	.56¼q	1	10,406
Steel of Canada	.30	2	1,110,555
Taylor, Pear. & Car. 5% pf.	.12½q	16	10,000
Union Gas	.35q	2	247,170
United Auto Parts 5% pf.	▲▲7.50	2	47,430
United Steel pf.	.75s	2	17,819
Vancouver Pac. Pap. A	.12½q	2	1,250
Westminster Pap. B	▲.10	31	31,084
Zeller's N.	.22½q	2	168,750
Do. 4½% pf.	■.752	2	75,200
Total			9,634,563

Mining Companies

Company	Rate $	Date	Amount $
Inter. Nickel 7% pfd.	†1.75q	2	483,487
MacLeod-Cockshutt	.05	20	143,125
New Dickenson	.05	20	137,510
Pato Cons. Gold	.10+▲.13	27	875,625
San Antonio	.03	25	71,791
Stadacona '44	.02	9	90,138
United Keno Hill	.10	27	247,000
Upper Can.	.02½	16	81,871
Total			2,130,547

Oil Companies

Company	Rate $	Date	Amount $
Candn. Oil Cos.	.15q	14	167,500
McColl-Front.	.30	31	782,389
Parker Drilling	.15	1	46,500
Total			996,389

Financial

Company	Rate $	Date	Amount $
Balanced Mut. Fd.	.03q	16	1,734
Bk. of Nova Scotia	.40q+▲.10	2	750,000
Cdn. Bk. of Commerce	.30q	2	1,017,377
Cdn. Invest. Fund, sp. & ord.	.67q	1	535,987
Cdn. Pwr. & Pap. Sec. 5% pf.	.62½q	31	25,000
Dom. Scot. I pfd.	.62½q	31	23,750
Grouped Inc. Shs.	.055	2	10,093
Imperial Bank	.30q	2	210,000
Investors Mut.	.07	13	504,000
Nat. Life 25% pd.	.62½q	1	6,250
Nova Scotia Trust	.40s	16	20,000
Provincial Bk.	.18	2	90,000
Royal Trust	.25q	2	100,000
Sherbrooke Tr.	1.50q+▲1.00	2	7,500
Tor.-Dom. Bk.	●.32½q	2	487,500
United Corp. A	.37q	1	19,323
Do. B	.10q	31	95,916
Total			3,904,435
Grand Total			$16,665,934

q—Quarterly. s—Semiannually.
a—Annually. †N. Y. funds.
●Initial. ▲Extra.
§On arrears.
‡Participating divds.
‡‡For quarter ended June 30, 1955.
▲▲Eliminates arrears.
■■3 cl. C sh. for ea. cl. B sh. held.
§§Including 25c for 1st quarter, 25c for 2nd ended Feb. 28, 1955, May 31, 1955.

INTERNATIONAL BANK FOR RECONSTRUCTION AND DEVELOPMENT net income of $18,608,873 for nine months ended March 31, 1955, was 24% higher than net of $15,006,406 earned in comparable 1953-54 fiscal period. Net for March was $2,086,397, down 2.4% from $2,137,174 in March, 1954.

Net income was placed in supplemental reserve against losses on loans and guarantees, raising it to $115,430,787. Loan commissions, totaling $9,949,768 for the nine-month period, were credited to special reserve, bringing it to $58,899,612. Total reserves at March 31, 1955, were $174,330,399.

The World Bank made 13 loans, totaling $254.4 millions, between July 1 and March 31. This brought total loans signed by the Bank to $2,168.9 millions. Disbursements of $188.7 millions increased total disbursements on loans to $1,594.2 millions by the end of March.

Total of Bank bonds outstanding at March 31 was $838 millions. Redemptions during first-quarter 1955 included $700,000 of 4% 10-year Canadian dollar bonds of 1952. In March, the Bank agreed to sell $15 million 3¼% 10-year Canadian dollar bonds dated April 1, 1955, with settlement arranged for April 19, 1955.

E. L. A. WHITAKER

has been appointed general manager, Simplicity Materials Handling Ltd., new Canadian subsidiary of Simplicity Engineering Co., Durand, Mich.

Urge Protection For N. B. Salmon

From Our Own Correspondent

FREDERICTON — Atlantic Salmon Association, Montreal, has asked Saint John's trade board to urge upon federal and provincial authorities that remedial measures to restore salmon propagation should be pressed "in order to retain New Brunswick's leadership as the heart of salmon angling in North America."

The association asked further that the making of public policy on conservation of the salmon fisheries be based on, high economic returns from sports angling and basic services, provided by anglers in protection of spawning grounds.

Robson Black, general manager of the association, said that an official statement received from W. W. McCormack, deputy minister Provincial Lands and Mines Department, indicates that catches of salmon and grilse by anglers in New Brunswick rivers for 1954 were "very high."

The report said 43,053 bright, black and grilse salmon were caught during the year, including 10,000 black salmon. Averaging seven pounds each, the fish would be valued at $7 per pound, Mr. McCormack said.

Yield from commercial sea fisheries in 1954 totaled 853,000 salmon at a market value of 43 cents per pound, or $366,790.

COMPANY REPORTS

To assist readers in appraising and comparing company financial statements. The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

Paints

SCARFE & CO., Brantford, Ont., net profit of $17,104 for 1954 was 80.9% lower than 1953 net of $89,561.

Additions and improvements to existing facilities amounted to $157,600.

A great deal of expense was incurred in research and training of personnel for the company's new Thixatropic Paints, marketing of which began in February, 1955, reports President H. C. W. Scarfe. Improved business is expected due to introduction of this new product.

INCOME ACCOUNT

Years Ended Dec. 31:	1954	1953
Net earnings	$75,004	$211,864
Less: Deprec.	52,900	38,303
Prov. for taxes	5,000	84,000
Net profit	17,104	89,561
Less: Cl. A divds.	28,000	28,000
Cl. B divds.	21,000	21,000
Surplus for year	†31,896	40,561

†Deficit.

Earnings per Share and Dividend Record:	1954	1953
Class A	$0.49	$2.56
Paid	0.81	0.80
Class B	d0.21	1.17
Paid	0.40	0.40

CONDENSED BALANCE SHEET

As at Dec. 31:	1954	1953
Cash		$6,840
Accts. rec., less res.	$447,075	403,965
C.s.v. life insur.	6,275	1,750
Inventories	937,747	827,826
Total curr. assets	1,391,097	1,240,381
Prep. exp.§	17,560	16,880
Fixed assets*	518,581	413,845
Total assets	1,927,238	1,671,106
Bank loan	308,550	
Accts., tax, etc., pay.	199,960	220,482
Total curr. liabs.	508,510	220,482
Capital stock	500,000	500,000
Earned surplus	918,728	950,624
*After depr. of	404,915	352,016
Working capital	882,587	1,019,899

§Included in curr. assets in co's report.

Industrial Growth

The following projects have been reported by Toronto Industrial Commission:

Allanson Armature

Allanson Armature Manufacturing Co. at Toronto is building a 25,000 sq. ft. addition to its plant opened here three years ago. Total space will equal 70,000 sq. ft. with the new addition. Company expects to employ about 250 workers; products include electrical power and distribution transformers and special transformers used in manufacture of fluorescent lighting fixtures, radio and television receivers, neon signs and electronic controls, armatures, generators and regulators for the automotive and aircraft industries.

* * *

Atlas Radio

A fivefold increase in factory pace will raise Atlas Radio Corp.'s employment to 250 workers. Atlas, at Toronto, has moved to a new 50,000-sq.-ft. building. It will house facilities for production of component parts and assemblies used in manufacture of radio, television, radar, aircraft and other electronic equipment.

* * *

Scully Signal

A U. S. manufacturer of petroleum handling equipment, Scully Signal Co. has incorporated a Canadian subsidiary, Scully Signal Ltd. with plant and warehouse at Toronto. The new company plans to manufacture the complete line of products, which includes: tank fill signals for automobile, diesel and fuel oil tanks, tank gauges, fuel oil nozzles for delivery of oil, gauges for setting oil-burner electrodes and other electronic combustion-control devices. The firm has sold in Canada for a number of years, and some of the products have been made here under license. David Deverell has been appointed Canadian manager.

* * *

A. J. Siris

A. J. Siris Products (Canada) Ltd., formerly Columbia Products Co., of Toronto, is doubling production capacity with new leased premises. A building with 26,000 sq. ft. floor space has been acquired near the Queen Elizabeth Highway. When full production is reached the firm expects to employ 200 persons in production of plastic and rayon goods including powder puffs, cosmetic bags, wallets, change purses, handbags and rain hats. Name of the Canadian firm was changed to correspond with the parent firm, A. J. Siris Products Inc., New York, with plants in the U. S. and England. There is no change in management or ownership.

* * *

Oki & Willadsen

Oki & Willadsen Ltd. has completed its move from its Toronto location to a new factory in suburban Scarborough Township. Company specialized in fabrication of laminated phenolic resins and all types of plastics. It is also equipped to do custom marking such as engraving, silk screening, ink stamping and hot stamping. It was established in 1949.

HAND WOVEN Harris Tweed

IDENTITY

"Harris style" — "Harris pattern" or similar loose expressions are traps for the unwary. Be wise. Let this mark be your safeguard.

Look for the mark on the cloth.

Look for the label on the garment.

THE HARRIS TWEED ASSOCIATION LTD • LONDON • ENGLAND

REFRIGERATION • AIR CONDITIONING

Cimco

York FOR OVER 40 YEARS

CANADIAN ICE MACHINE CO. LTD.

Refrigeration and Air Conditioning Equipment & Supplies

HEAD OFFICE, 65 VILLIERS STREET, TORONTO

DIVISIONAL OFFICES:

HALIFAX • MONTREAL • TORONTO • WINNIPEG • CALGARY • VANCOUVER

PROVIDES A COMPLETE CATERING SERVICE

for

CONSTRUCTION DEVELOPMENTS
MINES
RAILWAY MAINTENANCE
MILITARY ESTABLISHMENTS
STAFF HOUSES
CANTEENS
and
INDUSTRIAL CAFETERIAS

Let us analyze your requirements and offer a detailed proposal

CRAWLEY & McCRACKEN COMPANY LIMITED

774 ST. PAUL ST. W., MONTREAL

TORONTO • SUDBURY • WINNIPEG
NORTH BAY • VANCOUVER

FOR Lobster IT'S benny's

You pick them, we serve them — right from Toronto's only salt water display!

benny's STEAK HOUSE

925 EGLINTON, WEST

Phone REdfern 4822

Werner Aluminum

EXTRUSIONS, DRAWN AND ROLL FORMED SHAPES

... SERVE CANADIAN INDUSTRY

Let us show you how to save money and production time through the use of light metal pre-formed shapes. You are assured of the close co-operation of our trained technical staff in solving your problems. The use of the latest and most efficient production techniques assures you of the best quality and fastest delivery. Heat treatment, polishing, bending and fabricating facilities are available.

Werner's extensive manufacturing and production facilities are geared to produce extruded, drawn and roll formed shapes to your individual specifications at economical prices.

YOUR INQUIRY WILL BE APPRECIATED AND RECEIVE OUR PROMPT ATTENTION.

R. D. WERNER CO. (CANADA) LTD.

ALUMINUM

OSHAWA, ONTARIO

40 Miles a Gallon!

Parks on a Penny . . . Rides like a Million!

See it! The amazing new kind of car that's been christened the "Sweetest Little Big Car in the World". Goes like a bullet . . . handles like a sports car . . . moves like a breeze in traffic. Unbelievably roomy. Try it. You'll buy it

'55 Nash Metropolitan

See your local Nash Dealer

Tune in Disneyland on CBC-TV. Great new family entertainment by your Nash Dealer.

©Walt Disney Productions

43-5

HAILED BY THE CRITICS * AS THE

"Best Seller of 1955"

TELLS WHY THE WINNIPEG TRIBUNE REALLY SELLS IN WINNIPEG

DID YOU KNOW?

Daily newspaper circulation duplication in Winnipeg is less than 8%.

The Tribune's milline rate is the lowest in Canada in its Circulation group.

Metropolitan Winnipeg's population is approaching 400,000.

Manitoba wholesalers distribute over $2 billion of merchandise annually.

Manitoba's industrial income is more than twice its income from agriculture.

IT'S ALL IN "THE MANITOBA STORY"

Have you read "The Manitoba Story?" It's "must" reading if you're selling in the billion dollar Manitoba market—and it's yours for the asking. "The Manitoba Story" is completely factual. Every page has been compiled from official sources; every fact has been carefully researched. From beginning to end, it's authentic. We will be glad to provide you with your personal copy of the advertiser's Best Seller of 1955—"The Manitoba Story." Ask your secretary to write for it today—address—The Advertising Director, The Winnipeg Tribune, Winnipeg, Manitoba, or any of the Southam offices.

TORONTO
The Southam Newspapers
388 Yonge St.

MONTREAL
The Southam Newspapers
1070 Bleury St.
J. C. McCague, Manager

GREAT BRITAIN
F. A. Smyth
34-40 Ludgate Hill,
London, E.C. 4, England

UNITED STATES
Cresmer & Woodward Inc. (Can. Div.)
New York, Detroit, Chicago,
San Francisco, Los Angeles, Atlanta

* Advertising agency media directors; company advertising managers — the men who demand factual information on markets.

THE WINNIPEG TRIBUNE

YOU GET ACTION WHEN YOU ADVERTISE IN A SOUTHAM NEWSPAPER

OTTAWA CITIZEN • HAMILTON SPECTATOR • WINNIPEG TRIBUNE • CALGARY HERALD • MEDICINE HAT NEWS • EDMONTON JOURNAL • VANCOUVER PROVINCE

PROFESSIONAL DIRECTORY

• *Chartered Accountants*

COSSAR, HARPER & COMPANY
Chartered Accountants
100 ADELAIDE ST. W., TORONTO EM. 6-4957

Nash & Nash
Chartered Accountants
GRANDE PRAIRIE EDMONTON PEACE RIVER

Arthur A. Crawley & Co.
Chartered Accountants
OTTAWA • MONTREAL • BROCKVILLE • TORONTO • SUDBURY
NORTH BAY • SAULT STE MARIE

W. J. McCOY & CO.
Chartered Accountants
100 ADELAIDE ST. W., TORONTO
Phones EM. 3-2329 2320

EDWARDS, MORGAN & CO.
Chartered Accountants
Established 1889
TIMMINS TORONTO. MONTREAL
Representatives at WINNIPEG, CALGARY, EDMONTON, VANCOUVER LONDON, ENG.

T. P. GEGGIE
CHARTERED ACCOUNTANT
PHONE EM. 6-4939
330 Bay St.
TORONTO, CANADA

PAUL E. TRUDEL
Chartered Accountants
ALDRED BUILDING
MONTREAL

GEORGE A. TOUCHE & CO.
CHARTERED ACCOUNTANTS
MONTREAL — TORONTO — LONDON — WINNIPEG
REGINA — EDMONTON — CALGARY — CRANBROOK
VANCOUVER — VICTORIA

DICK, BOND, HETHERINGTON & O'LOANE
TORONTO *Chartered Accountants* CHATHAM
C. L. DICK, C.A.
C. S. BOND, B.A., C.A.
W. L. HETHERINGTON, F.C.A.
W. R. O'LOANE, B.A., C.A.
LICENSED TRUSTEES IN BANKRUPTCY
C. L. DICK
W. R. O'LOANE

WINSPEAR, HAMILTON, ANDERSON & CO.
Chartered Accountants
Edmonton Vancouver
Calgary Dawson Creek

Clarkson, Gordon & Co.
CHARTERED ACCOUNTANTS
Toronto • Montreal • Hamilton • London
Winnipeg • Regina • Calgary • Vancouver

CHRISTENSON, SIMONTON & CO.
Chartered Accountants
EDMONTON CALGARY

DELOITTE, PLENDER, HASKINS & SELLS.
MILLAR, MACDONALD & CO.
Chartered Accountants
Montreal Toronto Vancouver Winnipeg

P. S. ROSS & SONS
Chartered Accountants
MONTREAL • TORONTO • OTTAWA
VANCOUVER • SAINT JOHN, N.B.
Established 1858

GEO. A. WELCH & COMPANY
Chartered Accountants
OTTAWA
BELLEVILLE CORNWALL

Norman B. McLeod & Co.
Chartered Accountants
Norman B. McLeod, C.A. David Armstrong, C.A.
67 Yonge St., Toronto *EM. 8-6460*

SHARP, WOODLEY, SCOTT & McLAUGHLIN
Chartered Accountants
WINNIPEG
Representatives at Montreal, Toronto and principal cities in the West

B. C. TANNER & CO.
Chartered Accountants
509 Imperial Bank Bldg. Edmonton, Alberta

● HOW TO KEEP POSTED
The Financial Post reports trends and developments in domestic and foreign trade, on the Ottawa thinking behind them. You'll like The Post's crystal-clear reporting. Read The Post regularly for concise, authoritative and specific information.
YEARLY BY MAIL $6 2 YEARS $11

Making Money In the Market

A series on investing — what it is, how to invest, its risks and opportunities, how it can work for you.

Investing Begins With A Plan

Successful investing requires a definite goal and then a plan by which you hope to achieve the goal. This fifth article in The Financial Post series on investing describes some of the methods by which investors decide on their goal and how they go about organizing their holdings in a way which will help them produce the results they want.

By VINCENT EGAN

Investing begins with a plan.

Before you spend your first dollar on the stock market, decide upon your goal. Next, draw up a plan that will lead you to that goal.

Your objective may be to make your investment grow. Or perhaps you want to put your investment to work for you, bringing in extra income. Or, again, you may be chiefly concerned with the safety of your investment.

If you find it hard to decide on a goal, don't be surprised. Growth, income and safety are all attractive investment aims. It's natural to want all of them.

It's wise, too, to include them all in your investment plan, with varying emphasis according to your needs.

Obviously, you'll have to divide your investment money among at least two or three securities if you want to obtain elements of growth, income and safety.

When you have done that, you have applied one of the very first rules of successful investing. You have achieved diversification.

That's a big word which, in investor-talk, means "balance." A diversified group of securities doesn't necessarily balance the growth, income and safety factors evenly. It does balance them in the right proportions for you, as an individual investor.

What is "right" for you? That depends on your individual circumstances — your age, your income, your savings, your responsibilities, your ambitions.

If, for instance, you are a young person just starting your career, you would hardly concentrate your investment funds in Government bonds, which are high on safety but have no growth potential.

If, on the other hand, you are close to retirement age and your means are limited, your common sense would warn you not to put the bulk of your money into a penny mining stock. True, it might have real growth potential—but it's likely to be risky and to bring you no income.

How They Rate

Here's how investment men rate the three major types of securities:

	Safety	Income	Growth
Bonds & debentures	Best	Very steady	Limited
Preferred stocks ...	Good	Steady	Variable
Common stocks	Least	Variable	Best

Diversification, then, helps you to achieve three desirable goals, in the proportion you choose yourself. But that's not all that can be said in favor of diversification.

When you diversify your investment holdings, you spread your risk—the risk that is present, to some degree, in almost every investment. It's the stock-market application of the old adage, "Don't put all your eggs in one basket."

But your diversification, if it's to be successful, has to follow your plan.

If you held shares in 10 different textile companies, you would have some variety but not diversification. A development that affects one textile company may well affect all of them in the same way. If the price of one of the 10 goes down, there's a strong possibility that the others would go down.

Nor would you have diversification if you bought the bonds, preferred stock and common stock of a single company. You might find the safety, income and growth you are looking for if the price of the common stock were sure to go up—but you never can be that sure.

Some experts recommend that not more than 15% of an investor's funds be placed in one company or one industry. That may provide a desirable balance, but it underlines one of the limitations of diversification.

Most investors start with relatively small sums, often a few hundred dollars. With that amount of money, it's impossible to buy a diversified group of at least seven securities —the minimum if none is to exceed 15% of

Diversification means, don't put all your eggs in one basket!

the total—unless you buy them in small quantities.

But, as pointed out earlier in this series, "odd lots" can be somewhat costlier than "board lots," because they are less readily marketable. When possible, it's preferable to trade in "board lots," although the longer you hold a stock, the less important is this difference in cost in relation to the price paid and the income received.

One way for an individual to obtain diversification at the outset of his investing experience is to buy the shares of a mutual fund. These funds will be discussed, pro and con, in a separate article later in this series.

Basically, they are companies whose only business is investing. The only thing they own is a diversified portfolio of bonds and the stocks of a wide variety of companies. Therefore, when you buy a share in a mutual fund, you acquire an indirect interest in the dozens of bonds and stocks it owns.

You have thus obtained diversification at one stroke, with a small investment. But you have also deprived yourself of much of the pleasure and challenge of investing on your own behalf.

How To Diversify

You might well decide to do your own diversifying, over a period of time. If that were your plan, you might buy Canada Savings Bonds with, say, the first $500 you have earmarked for investment purposes. That would give you a solid base of safety, and a modest income of 3¼%, or $16.25 a year.

Your second $500 might go into a convertible debenture, the third $500 into a convertible stock. (The term "convertible" means that the debentures or preferred stock may be converted into common stock.) These would give you the relatively high income and safety of a debenture or preferred, and the growth potential of a common.

Your next $500 could buy the common stock of a company with a long dividend record and reasonable prospects of growth. The next $500 might be invested in common shares of a company with strong possibilities of growth; such a stock may produce little or nothing in the way of income, but its market value may rise comparatively quickly.

You would now have a $2,500 portfolio of securities, well diversified. But would it be in keeping with the plan you started with? Probably not.

If it isn't, you could now begin to add the securities which would give greater emphasis to your particular investment goal.

That's one method of building up a diversified portfolio. It has the advantage of being systematic, the disadvantage of being slow.

Many investment dealers—including those at some of Canada's largest investment houses —advise a more direct approach. If, for example, your primary objective is capital growth, and your present resources are small, they would advise you to start by buying common stock with growth potential, without first laying a foundation of bonds, preferreds, etc.

When the choice of securities is right, such a plan gives the investor the encouragement and satisfaction of getting on the way toward his objective sooner than would otherwise be the case. A word of caution, though: Resist the natural temptation to put all of your investment money into the security that seems to hold out the greatest promise of achieving your goal.

On the other hand, don't over-diversify. As an individual, you can familiarize yourself with only a limited number of securities. A good speculative portfolio would perhaps contain about 10 securities; beyond that number, it becomes too difficult for most amateur investors to handle.

Portfolio "Divisions"

Sometimes, in discussing diversification, you'll hear experienced investors speak of the "defensive" and "aggressive" divisions of their portfolios. Their defensive assets are those with fairly constant dollar prices, such as cash, the cash surrender value of life insurance, and bonds (particularly long-term bonds). Dollar prices of aggressive assets, on the other hand, may rise and fall, and their purchasing power is therefore likely to stay at least equal to the purchasing power of the original investment; common stocks are aggressive assets.

To illustrate the principles of portfolio management, The Financial Post has been publishing the progress of two hypothetical investment accounts since December, 1944. Known as the MacNab and Compton accounts (after their two imaginary owners), each is guided by a different investment counselor, an expert in his profession.

Like the investment portfolio outlined earlier in this article, the two Managed Investment accounts are not intended to serve as recommendations as to what an investor should buy or sell, or how his portfolio should be laid out. If the manager of the MacNab account decides to buy a certain stock, it does not necessarily mean that the same stock would be a wise addition to someone else's portfolio. It merely means MacNab's manager feels that stock is attractive in terms of MacNab's needs.

A suit tailored for one man probably wouldn't fit his neighbor. An investment policy designed for another man probably wouldn't suit you—although you can benefit by observing the principles involved.

To sum up: Decide upon your objective and keep it constantly in mind. Protect yourself by diversifying your securities, but don't over-diversify. Keep a part of your portfolio in securities that can be sold quickly, without loss, in case you need money in a hurry. Observe the workings of other investment portfolios, but make your own decisions in the light of your own needs.

Company Reports

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

Public Utilities

GREAT NORTHERN GAS UTILITIES LTD., Edmonton, consolidated net profit of $211,212 for 1954 was 129.9% higher than 1953's $91,880.

The improvement in profit is attributable to normal growth in revenues, inclusion of the full year of operations of the subsidiaries acquired in 1953, inclusion for the portion of the year of income of North Shore Propane Co. (acquired June, 1954), benefits realized late in 1954 of a new source of propane for Bottled Gas Ltd., good weather conditions during early 1954 and a revision of depreciation and amortization charges of certain subsidiaries, report President L. Sanford Reis and Chairman Charles E. Garnett.

Change of name from Alberta Consolidated Gas Utilities to Great Northern Gas Utilities Ltd. was made in May, 1954.

Gross additions to property during 1954 totaled $1.3 millions, approximately a 20% increase.

New distribution systems were completed and placed into operation in Fort Saint John, B.C., and in Barrhead and Drumheller, Alta. North Shore Propane Co. was acquired in June, 1954. In November, a one-third interest in Lakeland Natural Gas Ltd., Ont., was purchased and in December an investment made in Alberta Gas Trunk Line Co.

A rate revision program covering certain of the "older" natural gas subsidiaries, which are not covering cost of service plus a fair return, has been initiated.

In order to construct three new distribution systems, the company arranged for bank credit of $750,000 early in 1954. In December, company sold 15,000 preferred shares, $50 par, accompanied by warrants to purchase 30,000 common shares at $5 per share to Dec. 14, 1958 and at gradually increasing prices up to $10 per share to Dec. 14, 1963.

During the year funded debt was reduced by operation of the sinking fund and conversion of 6% convertible debentures into common shares.

In June, 1954, a new subsidiary, Plains-Western Gas & Electric Co., was incorporated. Plains-Western acquired all the assets and/or shares of the 12 direct wholly owned subsidiaries of Great Northern Gas Utilities Ltd. as at Jan. 1, 1955.

In April, 1955, the company offered all holders of 6% convertible debentures the right to exchange the debentures into an equal principal amount of 4½% debentures accompanied by stock warrants. It is planned to call the unexchanged 6% debentures and all other outstanding funded debt for redemption by issuance of additional 4½% debentures accompanied by stock warrants.

CONSOLIDATED INCOME ACCOUNT

Year Ended Dec. 31:	1954	1953
Oper. revenue	$1,879,477	$1,088,754
Add: Sundry expense	119,933	89,542
Less: Oper. exps.	1,411,622	827,354
Net earnings	587,788	350,942
Less: Deprec.	149,210	156,866
Income tax	56,441	56,651
Minority int.	13,379	510
Debt. interest	157,546	45,035
Net profit & surp.	211,212	94,880
Times Interest Earned:		
Before deprec.	3.73	7.79
After deprec.	2.78	4.91
Earnings per Share and Dividend Record:		
Preferred	$14.08	....
Common	0.34	$0.15
None paid.		

CONDENSED CONSOL. BALANCE SHEET

As at Dec. 31:	1954	1953
Cash	$20,235	$225,962
Accts., etc., rec.	458,082	300,483
Inventories	182,029	195,100
Total curr. assets	660,346	721,545
Drill. & misc. dep.§	4,301	11,199
Prep. exps.§	32,591	34,004
Misc. assets	7,791	4,837
Invest. at cost	108,807	99,392
Fixed assets†	5,575,128	4,090,693
Plants under constr.	......	269,825
Total assets	6,388,964	5,231,495
Bank loans	82,893	89,301
Accts., etc., pay.	476,833	242,095
Taxes pay.	30,265	61,081
S.f. payments	124,000	124,000
Total curr. liabs.	713,996	516,477
Def. liabs.	351,983	290,963
Conting. res.	40,000	.....
Funded debt.	2,531,969	2,656,396
Minority int.	104,053	131,836
Capital stock	1,366,140	604,390
Contrib. surplus	784,570	739,044
Capital surplus	130,470	107,345
Earned surplus	365,783	184,934
†After deprec. of	812,333	768,403
§Incl. in curr. assets in co's report.		
Working capital	‡53,650	205,068

‡Excess of curr. liabs. over curr. assets.

Contingency Liability for notes under discount amounted to $56,489 at Dec. 31, 1954.

Paper Products

WESTMINSTER PAPER CO., New Westminster, B.C.; net profit of $741,574 for the fiscal year ended Jan. 31, 1955, was 56.5% higher than previous year's net of $473,960.

Sales showed an increase of $765,709, due almost entirely to a larger quantity of goods sold, reports President E. M. Herb.

Double depreciation on No. 2 paper machine, which has been claimed since 1946, has again been claimed for tax purposes, but due to amendments to the Canadian income tax regulations, only standard depreciation rates need be or are shown in the accounts.

Net additions to fixed assets totaled $424,578.

Cash used for the redemption of all outstanding bonds in April, 1955, is classified as noncurrent assets in the balance sheet.

Due to the decision to change the fiscal period, accounts for this year will be closed on Dec. 31, 1955, so that present fiscal period will only contain 11 months.

On Aug. 31, 1954, a partnership was entered into with Scott Paper Co. of Chester, Penn., leading manufacturer of sanitary products. Lack of experienced personnel has prevented the company from capitalizing in any great degree of this association yet, the president states, but a reorganization is proceeding so that the company can get under way with Scott's brands, patents, methods, etc.

Renovation of the plant to make Scott brands, increase in personnel and additional advertising and sales costs, will likely offset immediate benefits from the Scott Paper association during 1955, Mr. Herb notes. No marked change in earnings are anticipated.

INCOME ACCOUNT

Years Ended Jan. 31:	1955	1954
Net sales	$8,030,150	$7,264,441
Net earnings	1,786,169	1,427,773
Less: Deprec.	345,828	443,619
Bond int.	53,333	55,500
Bond disc.	3,374	2,694
Inc. tax res.	642,000	452,000
Net profit	741,574	473,960
Less: Cl. A divds.	24,261	39,651
Cl. B divds.	307,585	199,973
Surplus for year	409,728	234,336
Earnings per Share and Dividend Record:		
Cl. A: Earned	$20.20	$6.85
Paid	0.60	0.50
Cl. B: Earned	1.55	1.31
Paid	0.65+0.12½	0.50+0.12½

CONDENSED BALANCE SHEET

As at Jan. 31:	1955	1954
Cash	$890,196	$21,790
Accts. rec	990,067	961,427
Mkt. secur.†	298,205	298,205
C.s.v., life ins.	7,466	6,973
Inventories	845,986	934,341
Total curr. assets	3,031,920	2,222,738
Def. assets	74,508	68,820
Investment	......	83,902
Fixed assets*	3,143,789	3,052,348
Cash for bd. red.	1,256,800	......
Total assets	7,507,017	5,427,808
Accts., etc., pay.	463,937	349,492
Taxes pay	420,097	142,751
Bonds due	......	80,000
Total curr. liab.	884,034	772,243
Funded debt	1,240,000	1,240,000
Prem. on stock	17,688	17,688
Capital stock	2,400,000	1,000,000
Earned surplus	2,965,295	2,397,877
*After depr. of	3,286,245	2,949,957
†Mkt. value	298,850	235,500
Working capital	2,147,886	1,450,495

Construction

CANADA FLOORING CO., Mount Royal, Que., net profit of $111,974 for the fiscal year ended Oct. 31, 1954, was 44.1% higher than previous year's net of $77,683.

Owing to increases in production of flooring and in sales of other products, dollar sales of all products were maintained at approximately previous year's level, although prices for flooring decreased twice during the year, reports President Aristide Cousineau.

Competition remains keen, adds the president, but prospects for the building of homes and apartments appear to be good.

CANADA FLOORING CO. LTD.

INCOME ACCOUNT

Years Ended Oct. 31:	1954	1953
Net earnings	$235,353	$212,018
Less: Deprec.	67,817	71,055
Bond int.	14,925	8,603
Prov. for taxes	90,637	54,677
Net profit	111,974	77,683
Less: Cl. A divds.	40,750	40,730
Cl. B divds.	24,510	28,595
Surplus for year	46,714	8,338
*Deficit.		
Times Bond Interest Earned:		
Before deprec.	19.12	24.64
After deprec.	14.58	16.39
Earnings per Share and Dividend Record:		
Class A	$2.75	$1.91
Paid	1.00	1.00
Class B	1.75	0.91
Paid	0.60	0.70

CONDENSED BALANCE SHEET.

As at Oct. 31:	1954	1953
Cash	$148,538	$77,130
Accts. rec., less res.	454,967	417,356
Inventories	759,043	835,360
Total curr. assets	1,362,548	1,329,846
Deferred exp.§	19,600	36,622
Invest. in subsid.	56,000	56,000
Fixed assets*	487,543	503,343
Total assets	1,925,691	1,925,811
Total curr. liab.	350,255	359,804
Funded debt	340,000	370,000
Capital stock	340,000	340,000
Earned surplus	895,436	856,007
*After depr. of	826,517	765,165
§Incl. in curr. assets in co's report.		
Working capital	1,012,293	970,042

Iron and Steel

CANADIAN MOTOR LAMP CO., Windsor, Ont., net profit of $211,093 for 1954 was 49.4% lower than 1953 net of $416,897.

CANADIAN MOTOR CO. LTD.

INCOME ACCOUNT

Years Ended Dec. 31:	1954	1953
Net income	$524,158	$889,592
Less: Deprec	123,065	137,983
Income tax	190,000	337,000
Add: Prof. sale of assets	......	2,288
Net profit*	211,093	416,897
Less: Pref. divds.	875	......
Com. divds.	120,000	150,000
Surplus for year	90,218	266,897

*Co's report shows net profit of $241,835, or earnings of $4.84 per sh. on the pref., $2.41 on the common in 1954; $419,102 or $4.19 per sh. in 1953; $298,034 or $2.98 per sh. in 1952.

Earnings per Share and Dividend Record:		
Preferred	$422.20	......
Paid	†1.75	......
Common	2.10	$4.17
Paid	1.00+0.20	1.00+0.50

†Initial quarterly divd.

CONDENSED BALANCE SHEET

As at Dec. 31:	1954	1953
Cash & Dom. bds.	$1,210,402	$777,264
Accts. etc., rec.	386,446	524,770
C.s.v. life ins.	61,768	59,918
Inventories	589,634	945,612
Total curr. assets	2,248,250	2,307,564
Def. chgs., etc.	15,359	11,236
Fixed assets*	969,895	904,207
Total assets	3,233,504	3,223,007
Total curr. liabs.	184,322	444,785
Conting. res.	55,000	55,000
Capital stock	150,000	100,000
Earned surplus	2,744,182	2,623,222
*After depr. of	1,299,045	1,179,338
Working capital	1,963,928	1,863,779

PROFESSIONAL DIRECTORY

• *Chartered Accountants*

PETTIT, HILL and BERTRAM
Chartered Accountants
HOLLAND PETTIT, Jr. R. DOUGLAS HILL R. C. BERTRAM
T. D. WARDLAW DONALD D. HILL
199 BAY ST. EMpire 3-2381 TORONTO

McCORMACK, BARKER & WESBROOK
Chartered Accountants
L. E. BARKER—LICENSED TRUSTEE
TORONTO BRANTFORD WOODSTOCK

Rene de Cotret, Ferron Nobert & Co.
Branch Office Drummondville Shawinigan Falls
Chartered Accountants
Three Rivers, Que.

PRICE WATERHOUSE & CO.
Chartered Accountants
HALIFAX MONTREAL OTTAWA TORONTO HAMILTON
WINDSOR WINNIPEG CALGARY EDMONTON
VANCOUVER VICTORIA

WILLIAMSON, SHIACH, SALES, GIBSON & MIDDLETON
CHARTERED ACCOUNTANTS
W. F. Gibson, C.A. — Licensed Trustee
Toronto Montreal

LAVALLEE, BEDARD, LYONNAIS, MESSIER, GASCON
Chartered Accountants
KENT BUILDING
10 St. James St. East
MONTREAL, Tel. MA. 7085
SHERBROOKE
THREE RIVERS

GUNN, ROBERTS AND Co.
Chartered Accountants
GUY W. SMITH HENRY N. JORDAN LANCELOT J. SMITH
ALBERT C. JOHNSTON
36 Toronto Street TORONTO

GOLDHAR, BECKERMAN & SOUPCOFF
TORONTO *Chartered Accountants* GL. 5439
M. GOLDHAR, C.A. S. SHOOM, C.A.
I. BECKERMAN, C.A. M. H. STARKMAN, B.COM., C.A.
H. SOUPCOFF, C.A. B. KRAFT, C.A.

WILTON C. EDDIS & SONS
Established 1895
CHARTERED ACCOUNTANTS
Federal Building, Toronto

W. J. T. ADAMSON & CO.
Chartered Accountants
W. J. T. Adamson, C.A. John D. Hogg, C.A.
A. Tzventarny, C.A.
BIRKS BUILDING — MONTREAL

CHARTRE, SAMSON, BEAUVAIS, BELAIR & CIE
PAUL GONTHIER, Special Partner
Chartered Accountants
MONTREAL • QUEBEC • ROUYN • RIMOUSKI

Henry BARBER, MAPP & MAPP
Chartered Accountants
112 YONGE ST., TORONTO Trustee in Bankruptcy
Phone EM. 4-4244 KRIS A. MAPP, F.C.A.

THORNE, MULHOLLAND, HOWSON & McPHERSON
CHARTERED ACCOUNTANTS
E. J. HOWSON *Galt - Kitchener* *Representatives*
R. S. McPHERSON *Toronto* *Throughout*
Licensed Trustees *Canada*

McDonald, Currie & Co.
Chartered Accountants
MONTREAL QUEBEC OTTAWA TORONTO SAINT JOHN
SHERBROOKE VANCOUVER HAMILTON
CHARLOTTETOWN EDMONTON RIMOUSKI

When you advertise in this Professional Directory . . .

. . . you reach an alert and influential audience of readers – leading investors and executives who depend on The Financial Post for authoritative facts and figures.

PROFESSIONAL DIRECTORY

• *Chemical Engineers*

DONALD INSPECTION LIMITED
Chemical Engineers 340 Richmond St. W.
Analysts Toronto
Metallurgists Tel. Em. 3-4067

• *Consulting Mining Engineers*

MARK G. SMERCHANSKI, P.Eng.
CONSULTING MINE GEOLOGIST
411 CHILDS BUILDING
WINNIPEG, MANITOBA PHONE 92-6323

HOPKINS EXPLORATION CONSULTANTS
1730—25 King St. W., Toronto 1
EM. 4-5642 HU. 9-8375
Blind River 798W4 branches Uranium City

• *Consulting Management Engineers*

J. EDGAR DION
Consulting Management Engineers
MONTREAL
4643 SHERBROOKE ST. W. GLENVIEW 1428

• *Consulting Engineers*

C. A. ROBB, D.ENG.
Consulting Engineer
Steam Power Specialist
Steam & Power Cost & Contract Analysis — Turbine Heat Balance Calculations — Economic Investigation of Steam, Hydro, Gas Turbine, Diesel, District Heating, By-product Power Plants, Design, Costs.
1940 ST. JOSEPH ST., MONTREAL

P. G. GAUTHIER
Consulting Engineer & Quebec Land Surveyor
Town Planning — Industrial Site Development — Planning and Supervision of Engineering Construction
Special Surveys — Civil Engineering
2180 Belgrave Ave., Montreal 28
Tel. EL. 3111

HADDIN, DAVIS & BROWN LTD.
Consulting Engineers
Established 1900
Municipal, Industrial, Chemical, Structural
Power Plants, Heating & Ventilating.
Calgary • Edmonton • Regina • Winnipeg

PREMINCO (CANADA)
Consulting Mechanical Engineers
Engineering Design and New Product Development • Improvement of Existing Products and Manufacturing Methods • Production Analysis for Cost Reduction • Special Machines and Tooling • Mechanical Handling and Labor-Saving Devices • Plant Lay-Outs
9 RICHMOND STREET EAST, TORONTO. EM. 4-2581

schultz — DESIGNERS • ENGINEERS • MANAGERS • SURVEYORS • FORESTERS • APPRAISERS
C. D. SCHULTZ & COMPANY
Limited
325 Howe St. Vancouver, Canada

WIGGS WALFORD FROST & LINDSAY
CONSULTING ENGINEERS
Industrial Surveys, Reports and Appraisals; Civil, Electrical and Mechanical Engineering, Designs, Specifications and Supervision.
4350 Sherbrooke St. W. Westmount, Montreal 6, Que. GLENVIEW 6311
1168 Bay Street, Toronto 5, Ontario MIDWAY 1149

EWBANK & PARTNERS (CANADA) LIMITED
Engineering Consultants in the Thermal and Electrical Power Fields
200 BLOOR STREET E. TORONTO, ONT.
Telephone: WAlnut 4-8381

SANDWELL AND COMPANY
LIMITED
CONSULTING ENGINEERS
DESIGN, SUPERVISION AND REPORTS FOR PULP AND PAPER AND RELATED FOREST PRODUCTS INDUSTRIES.
VANCOUVER, BRITISH COLUMBIA SEATTLE, WASHINGTON

SIR ALEXANDER GIBB & PARTNERS
CONSULTING ENGINEERS
Reports, Designs, Supervision
Docks & Harbours; Power; Highways & Bridges; Water Supplies; Industrial; Airports; Irrigation
Queen Anne's Lodge LONDON, ENGLAND Telephone EM. 6-2633
4 Wellington St. East TORONTO, CANADA

CANADIAN BRITISH ENGINEERING CONSULTANTS
Water Supply, Irrigation, Sewerage, Sewage Treatment, Drainage, Refuse Disposal, etc.
TREATMENT OF INDUSTRIAL WASTE
1654 AVENUE ROAD, TORONTO, ONT. RE. 2920

THE WARNOCK HERSEY COMPANY LTD.
CONSULTING AND INSPECTION ENGINEERS
INDUSTRIAL CHEMISTS
Mechanical, Industrial, Civil Inspections — Soil Mechanics and Site Investigations — Chemical and Physical Tests — X-Ray and Ultrasonic Examinations — Engineering Studies and Research — Industrial Appraisals and Surveys — Expediting.
Head Office: 128 ELMSLIE STREET, MONTREAL 32, P.Q.
BRANCH OFFICES COAST TO COAST
Halifax, Moncton, Toronto, Hamilton, London, Windsor, Winnipeg, Edmonton, Vancouver

McCUNE ENGINEERING LTD.
Consulting Engineers
MINE, MILL AND INDUSTRIAL PLANT DESIGN
129 Adelaide St. W. EM. 4-5408 TORONTO 1

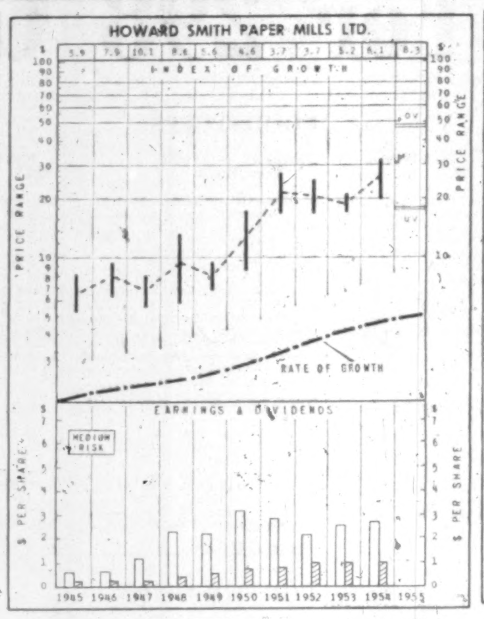
Stadler, Hurter & Company
CONSULTING ENGINEERS
Suite 609, Drummond Bldg., Montreal, Canada
INDUSTRIAL • COMMERCIAL • MUNICIPAL • PROCESS • POWER

RACEY, MacCALLUM and ASSOCIATES LIMITED
A company owned and operated by
Consulting Engineers
Civil, Electrical and Mechanical Engineering Consultation, Supervision, Inspection, Appraisal and Investigation.
MONTREAL: FI. 5261 TORONTO: WA. 2-9071

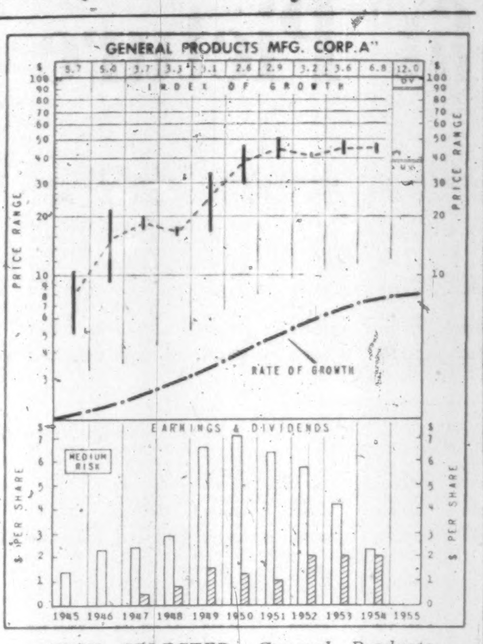
MARSHALL, MACKLIN and MONAGHAN
Professional Engineers, Ontario Land Surveyors
PIPELINE SURVEYS CONTROL SURVEYS
Topographic Mapping, Municipal Engineering, Subdivisions Reports designs, surveys
134 MERTON STREET, TORONTO 12 Phone HU. 1-3397

Selected Growth Stocks — Quarterly Review — By NESTOR

The Financial Post's exclusive series of Selected Growth Stocks was chosen by one of the continent's most prominent and successful investment advisers. The reasons for choice shown below the accompanying charts were those given when stocks were chosen in January, 1953. Each will be reviewed quarterly. Publication of this series in The Post does not constitute a recommendation to buy these stocks.



WHY SELECTED: Canada's leading producers of fine papers, with pulp products and byproducts as well as laminated plastics also in the line, Howard Smith Paper Mills, through an integration and expansion program that is still under way, should register further long-term growth in profits. Per share earnings increased 125% between 1937 and 1947, and 140% between 1947 and 1951.



WHY SELECTED: General Products, through acquisition of other properties, has gradually increased earnings base. Catering to both the soft and hard goods fields, company stands to benefit from further expansion in the Canadian economy. Per share earnings on Class A stock rose 720% between 1937 and 1947, and 168% 1947-51.

Howard Smith

Howard Smith Paper strong lately, selling 20% above end of 1954 at recent $37½. This is 13.9 times earnings, and 108% above UV level. Room for 23% gain to OV level.

Sales and earnings outlook bright this year. Fine paper demand firm, shipments up a little so far from 1954 levels. Paper prices unchanged, but bleached pulps up $5 a ton this quarter. Arborite and insulating board demand also expected to be good. Newsprint market very strong, which is important to company through subsidiary Donnacona Paper.

Expansion program being launched at Cornwall mill. Cost $3.5 millions, including new finishing room, maybe bleaching plant. This month, new paper machine will start at subsidiary Canada Paper Co., has capacity of 125 tons daily.

Good progress made last year on other phases of company's several-year program to modernize mills and raise capacity. At Crabtree Mills, facilities to more than double production of several grades of paper finished. At Donnacona capacity of No. 1 newsprint machine upped by 20%.

Liquid position strong at end of 1954. Working capital $22 millions, including cash $4.4 millions. Also had cash and bonds of $5.1 millions earmarked under "other assets" for capital outlays.

Consolidated sales reached $80.4 millions in 1954, up almost 7% from 1953. Net profit $5.0 millions or $2.70 a share vs. $2.52.

Donnacona, at year end, 97% owned by Howard Smith.

Gen. Products

At its recent price of $41 a share, General Products Manufacturing Corp. A stock is selling for 18 times '54 earnings and yields 4.9%. Price is 5% above UV level, and stock could rise 119% before reaching OV level. Price range in '55 so far, $45-$41.

Earnings for '54 were lowest ($2.25 a share) in postwar period. Supersilk hosiery division main factor, its operations resulting in loss for first time since business formed 30 years ago. Business in tube division held up well but profit margins were down.

Average selling prices of hosiery last year were down 11%, mainly due to competition within domestic industry rather than to imports.

Tube business has had to contend with more import competition, but recently European prices have been rising, aiding position of Canadian manufacturers. Range of tubing products has been broadened further, and other new products scheduled for this year. Complete lab and metallurgical facilities have been installed and are proving of great value, company reports.

Tubing sales are running ahead of year ago, although there has been a further weakening in prices. Higher volume should help offset price easing.

MacCraft Industries and Metal Fabricators both showed increase in sales and earnings in '54, but size of operations not large enough to compensate for lower tubing and textile earnings. Both subsidiaries have substantial order backlog, and outlook is promising.

How to Read the Stock Charts

INDEX OF GROWTH: The rate at which the value of the equity behind the stock is doubling as determined by the growth rate at which it entered the year. A figure of 5.6 for the present year would indicate that at its current growth rate the equity value is doubling every 5.6 years.

PRICE RANGE: The annual high, low and mean price. Monthly ranges for the current year.

UNDERVALUATION AND OVERVALUATION PRICE LEVELS: Shown by the narrow horizontal lines above and below the stock's price range indicating price at which the particular stock is adjudged as underestimating or overestimating its future rate of growth. A stock showing a fast-growth rate will sometimes anticipate growth by two or three years. In this case it may not be so attractive a purchase relatively as some other fast-growing stock that is not anticipating its growth beyond the immediate present. Other factors such as rate of growth and investment quality will also enter into the comparison an investor will want to make.

Without these UV and OV levels, a current quotation of say, 55 or 75 would carry no significance regarding long-range value. The UV/OV levels also permit judgment as between one stock and another. They are not designated points of purchase or sale, nor do they attempt to show what will be a stock's bottom or top figure in any given year.

RATE OF GROWTH: The rate as based on Nestor's tests, at which the company is showing underlying or long-term growth. This will determine the price trend of the company's common stock over a period of years and in most instances the trend of dividend payments.

Background and principles behind the selection by Nestor were discussed in a special article in The Financial Post, Jan. 10, 1953. A limited number of reprints are available on request.

Company Reports

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

Public Utilities

JAMAICA PUBLIC SERVICE LTD. net profit of $139,310 for 1954 was 2.5% lower than 1953 net of $142,875.

The new high in operating revenues reflects the continuing increase in business activities and a further improvement in the standard of living throughout the island, reports President Russell D. Bell. Operating revenues increased 10.6% to £972,798. At the year end the company was serving 33,591 customers (31,230 at the end of 1953).

Operating expenses increased 10.7% to £526,994, while £91,524 (£119,892 for the previous fiscal year) was provided for depreciation. Income taxes totaled £47,687 (£25,245).

Net operating income after all expenses but before taxes and retirement reserve amounted to £452,283 (£409,516). After these provisions gross income available for debenture interest and dividends totaled £308,704 (£260,700).

Capital expenditures of £633,099 include expenditures on the Hunts Bay Steam Plant, £206,272; the Rio Bueno Hydro Electric Development, £71,608; completion of the transmission and conversion supply to Montego Bay, £77,395.

In appraising future demand for services, Mr. Bell notes the steady expansion of the tourist industry and recent investment, particularly in the bauxite industry.

INCOME ACCOUNT

Years Ended Dec. 31:	1954	1953
Net income	$156,617	$156,113
Less: Inc. taxes	13,466	13,238
Prov. loss for invest.	3,841	.....
Net profit	139,310	142,875
Less: Divds.	135,000	135,000
Surplus for year	4,310	7,875
Earnings per Share and Dividend Record:		
Common	$1.03	$1.06
Paid	1.00	1.00
Pro Forma Earnings Based on Subsid. Earnings:		
Common	$3.11	$2.30
Rate of Conversion to £	$2.69	$2.74

CONDENSED BALANCE SHEET

As at Dec. 31:	1954	1953
Cash & treas. bills	$65,793	$67,845
Accts. rec.	5,647	5,569
Total curr. assets	71,440	73,414
Prep. taxes	117	117
Inv., J.P.C. Co. Ltd., etc.	1,317,882	1,311,667
Total assets	1,389,439	1,385,198
Total curr. liabs.	125	194
Capital stock	1,033,783	1,033,783
Surplus	355,531	351,221

Pulp and Paper

ANGLO-NEWFOUNDLAND DEVELOPMENT CO., Grand Falls, Nfld., consolidated net profit of $3,631,516 for 1954 was 23.7% higher than 1953's $2,935,986.

The drop in earnings from newsprint operations, due to increased pulpwood and manufacturing costs and a further weakening of the U. S. dollar, was more than offset by the increase in revenue from mining interests, reports President Elliott M. Little.

Operations began early this year at the completed plant to produce sulphur dioxide gas from the burning iron pyrite concentrate of Buchans mine. The gas is used to make sulphite mill cooking acid. A modern wood handling system and repairs to the older penstocks are scheduled for completion during 1955.

A good demand for newsprint continues and the company's order position is very satisfactory, Mr. Little states. Parent company's net profit from newsprint and ancillary operations and from investments other than subsidiaries was $2,148,623 ($2,448,831 for 1953).

During 1954, Gaspesia Sulphite Co., a subsidiary, produced 31,603 tons of unbleached sulphite pulp (54,176 in 1953) and 42,483 tons of bleached sulphite pulp (14,426). The price of unbleached pulp increased $5 per ton in Jan., 1955, reducing differential per ton between these pulps to $15. Pulp demand and prices show signs of firming, says the president.

Principal capital addition was conversion of a major section of the steam plant to burn oil, and installation of the necessary oil handling and storing facilities. Net profit was $258,480 ($119,838).

Ore mined and milled by Terra Nova Properties Ltd., a subsidiary, at Buchans Mine, totaled 840,000 short tons, 6,000 tons less than for 1953. Improved grade of ore mined plus higher metal prices were responsible for increase in net profit. Terra Nova share of net profit was $1,222,076 ($410,325).

Reserves at the end of 1954 were estimated at 5,694,000 short tons of assured and probable ore. Underground diamond drill hole intersections in R-4 orebody and the deliminating of Oriental No. 2 orebody by surface diamond drill holes accounts for increase in reserves. Mine development totaled 10,405 ft., with 87% of this work at the Rothermere mine, to open up stoping areas and exploration work of R-4 orebody. Development at Rothermere mine will continue in 1955 and opening up Oriental No. 2 orebody will be started. Production of approximately same tonnage and grade are estimated for 1955.

Montmorency Shipping Ltd., a subsidiary which operates a fleet of time chartered vessels which carry newsprint to parent company's American customers, showed profit of $2,335 compared with previous year's loss of $43,008. Despite the downward trend in rates for most of the year, lower costs resulted in a small profit. Rates tended to rise sharply in the last two months of 1954, the president reports.

CONS. INCOME ACCOUNT

Years Ended Dec. 31:	1954	1953
Net earnings	$8,264,610	$7,619,177
Less: Depr. & depl.	2,373,694	2,354,784
Income tax	2,259,400	2,328,407
Net profit	3,631,516	2,935,986
Less: Divds.	3,299,049	3,299,049
Surplus for year	332,467	*363,063
*Deficit.		
Earnings per Share and Dividend Record:		
Common: Earned	$0.66	$0.53
Paid	0.60	0.60

CONDENSED CONS. BALANCE SHEET

As at Dec. 31:	1954	1953
Cash	$5,022,151	$5,520,576
Invest.‡	2,247,000	2,209,762
Accts. rec., etc.	6,789,741	5,311,989
Inventories	13,527,838	13,936,817
Total curr. assets	27,586,730	26,979,144
Def. log. exp.§	513,044	657,323
Invest. & dev.	2,313,293	2,258,542
Fixed assets†	23,795,129	23,648,563
Total assets	54,208,246	53,543,572
Accts. pay., etc.	4,914,236	4,625,731
Income tax	1,503,852	1,570,230
Divd. pay.	1,649,525	1,649,525
Total curr. liab.	8,067,613	7,845,486
Reserves	6,056,970	5,946,690
Capital stock	27,492,075	27,492,075
Earned surplus	12,591,388	12,259,121
†After depr. & depl. of	23,201,418	21,061,508
‡Market value	2,255,792	2,226,902
§Incl. under curr. assets in co's report.		
Working capital	19,519,167	19,133,658

Merchandising

STEDMAN BROS. LTD. consolidated net profit of $902,974 for 1954 was 3.0% higher than 1953's $876,721.

The early part of 1954 was disappointing, but as the year progressed conditions improved, with the result that volume and profit show a moderate increase for the year, reports Chairman S. W. Stedman.

Capital expenditures totaled $385,529. Five new units were opened and three were closed.

The market for 1954 was a buyers' market, with competition very keen and new merchandise appearing on the market daily, the chairman states. "These conditions will, no doubt, continue for some years," says Mr. Stedman.

CONSOL. INCOME ACCOUNT

Years Ended Dec. 31:	1954	1953
Net oper. inc.	$1,944,914	$1,849,299
Less: Deprec.	178,783	149,274
Income taxes	863,157	823,304
Net profit	902,974	876,721
Less: Com. divd.	366,451	366,451
Surplus for year	536,523	510,270
Earnings per Share and Dividend Record:		
Earned	$2.22	$2.15
Paid	0.80 + 0.10	0.80 + 0.10

COND. CONSOL. BALANCE SHEET

As at Dec. 31:	1954	1953
Cash	$1,701,236	$2,124,576
Accts. rec., less res.	692,994	670,781
Investments†	8,566	8,566
Inventories‡	2,923,935	2,159,490
Life insur.—c.s.v.	50,067	46,028
Adv. Pay. on merch.	63,809	39,607
Total curr. assets	5,440,607	5,049,048
Prep. exp.§	25,375	41,110
Fixed assets*	1,866,277	1,659,531
Total assets	7,332,259	6,749,689
Accts., tax., pay.	578,288	532,618
Divds. pay.	81,434	81,434
Total curr. liab.	659,722	614,052
Capital stock	294,801	294,801
Capital surplus	5,200	5,200
Earned surplus	6,372,536	5,835,636
†Mkt. value	8,060	8,480
*After depr. of	1,240,971	1,062,188
‡After reserve of $200,000.		
§Included in current assets in co's report.		
Working capital	4,780,885	4,434,996

Iron and Steel

STOWELL SCREW CO. net profit of $252 for 1954 was 85.1% lower than 1953 net of $16,858.

Reduced sales volume reflected continued competition of Asian and European imports of fastener products, reports President John M. Boulard. Lower selling prices resulted, which with increased costs contributed to the unsatisfactory profit, he said.

The company's appointment as Canadian licensee for manufacture and distribution of "Phillips" type of recessed head screws, the most important industrial fastener for the mass production industry, should bring new business and diversify operations, states the president.

As the manufacture of certain types of industrial screw products, for which the company has devised improved production techniques, increases, earnings will improve, Mr. Boulard says.

INCOME ACCOUNT

Years Ended Dec. 31:	1954	1953
Net earnings	$41,859	$80,783
Less: Deprec.	34,093	51,808
Bond int.	7,514	8,000
Income tax	....	4,117
Net profit	252	16,858
Less: Cl. A divds.	11,250	11,250
Surplus for year	*10,998	5,608
*Deficit.		
Earnings per Share and Dividend Record:		
Cl. A†	$0.03	$2.25
Paid	1.50	1.50
Cl. B†	d0.63	0.32
None paid.		
Cl. A & B‡	•	•
†Before (‡after) participation.		
•No earnings available for participation.		

CONDENSED BALANCE SHEET

As at Dec. 31:	1954	1953
Cash & Dom. bds.	$2,000	$26,625
Accts. rec.	161,337	162,026
Inventories	522,363	415,778
Total curr. assets	685,700	604,439
Misc. assets	13,020	7,352
Fixed assets	865,097	856,857
Total assets	1,563,817	1,468,648
Bank ln. & o'dft	204,621	175,637
Other curr. liabs.	161,775	106,596
Total curr. liabs.	366,396	282,233
Deprec. res.	331,305	297,653
Funded debt	177,000	190,000
Mtge.	7,700	9,100
Capital stock	50,000	50,000
Capital surplus	280,529	230,538
Earned surplus	350,877	359,124
Working capital	319,304	322,206

PROFESSIONAL DIRECTORY

• *Appraisers*

CONTINENTAL APPRAISALS
LTD.
Property Valuation, Site Locations, Analysis, Insurance, Tax, Accounting and Legal Purposes.
Post Office Box 387, Station "L", Montreal
Phone: GLENVIEW 6311

• *Certified Public Accountants*

Theodore R. McKinley, & Co.
Certified Public Accountants
BLOOR BLDG. TORONTO

NORMAN, SHEPPARD, ELLIOTT, CARTLEDGE & CO.
Certified Public Accountants
147 University Avenue, Toronto 1. EM. 3-9238

Certified Public Accountants
Tailby & Tailby
47 KING ST. WEST, KITCHENER, ONTARIO

ANTON JENSET & CO.
Certified Public Accountants
TORONTO BRAMPTON
Anton Jenset, Licensed Trustee in Bankruptcy

PROFESSIONAL DIRECTORY

• *Engineering and Construction*

HENRY J. KAISER COMPANY (Canada) Ltd.
ENGINEERING CONSTRUCTION
16 Dominion Square Building, MONTREAL

• *Management and Industrial Consultants*

PAUL E. DUFRESNE L. G. DAIGNAULT T. R. McLAGAN
DUFRESNE McLAGAN & ASSOCIATES
REGISTERED
INDUSTRIAL AND MANAGEMENT CONSULTANTS
COST REDUCTION AND LABOR RELATIONS SINCE 1920
4455 SHERBROOKE STREET WEST GLEN 4217 WESTMOUNT, MONTREAL 6

• *Consultants*

G. R. NEWBY COMPANY LIMITED
Weld-design Consulting, Inspection, Expediting and testing.
Marine, Refinery, Chemical, Nuclear and Special Projects
Inspection Specialists on Ferrous & Non-Ferrous Arc Welded Fabrication
83-8th Ave. Lasalle, (Montreal 32), Que. TRenmore 2913

• *Barristers and Solicitors*

OSLER, HOSKIN & HARCOURT
BARRISTERS & SOLICITORS
G. M. HUYCKE, Q.C. — R. G. FERGUSON, Q.C. — G. D. DeS WOTHERSPOON, Q.C. — H. E. BOSTON — J. I. DOUGLAS — A. L. BEATTIE — F. R. MOTT TRILLE
H. C. F. MOCKRIDGE, Q.C. — T. D. DELAMERE, Q.C. — S. D. THOM — C. R. OSLER — W. M. BRYDEN — E. J. M. HUYCKE — V. P. REID
N. E. STRICKLAND, Q.C. — B. M. OSLER, Q.C. — J. G. OSLER — A. W. LANGMUIR — F. A. M. HUYCKE — E. SAUNDERS — D. C. BRADBURY
68 YONGE STREET TORONTO 1 EMPIRE 4-3451

Pitblado, Hoskin, Grundy, Bennest & Drummond-Hay.
Pitblado, Hoskin, McEwen, Alsaker, Hunter & Sweatman
Barristers, Solicitors, &c.
Isaac Pitblado, Q.C., LL.D. — E. H. Bennest, Q.C. — W. S. McEwen, Q.C. — Alan Sweatman — L. J. Stack — V. L. Baird
A. Erskine Hoskin, Q.C., B.C.L. — H. R. Drummond-Hay, Q.C. — O. S. Alsaker — D. Nicholson — C. C. Henderson
H. P. Grundy, Q.C. — E. B. Pitblado, Q.C., B.A. (Oxon.) — G. R. Hunter — G. A. Poulson — W. Grimble — G. H. Montague
WINNIPEG 2, MANITOBA

R. G. H. ALEXANDER
BARRISTER and SOLICITOR
R. A. Hughes — William L. Archer
19TH FLOOR, STERLING TOWER
372 Bay St., Toronto EM. 4-1375

ROSS DROUIN, Q.C.
Barrister & Solicitor
Quebec Power Bldg.
QUEBEC, P.Q.

Johnston Sheard & Johnston
BARRISTERS & SOLICITORS
R. W. S. Johnston, Q.C. Terence Sheard, Q.C. Ian S. Johnston, Q.C.
Peter H. H. Ridout Strachan Heighington
80 KING ST. WEST TORONTO EMpire 8-2606

McLaughlin, Macaulay, May & Soward
Barristers, Solicitors, Notaries
302 Bay Street, Toronto
Cable Address "Linton Toronto"
LEOPOLD MACAULAY, Q.C. — HUGH J. McLAUGHLIN, Q.C. — WILLIAM W. McLAUGHLIN, Q.C. — ROWLAND F. MAY, Q.C. — REGINALD H. SOWARD, Q.C. — W. D. S. MORDEN — A. DAVID McFALL — LLOYD A. MAY — ROBERT W. MACAULAY, Q.C. — DALTON A. BALES — ROBERT N. McLAUGHLIN — EDWARD A. JUPP

LANG, MICHENER & CRANSTON
Barristers and Solicitors
Bank of Montreal Building
50 KING STREET WEST, TORONTO
D. W. LANG, Q.C. — D. R. MICHENER, Q.C. — R. A. CRANSTON — D. A. LANG — J. H. O. PEPPLER — R. H. ROHMER — J. L. C. JENNER — E. F. AULT
Cable Address: "LAMER" Phone: EM. 8-2931

W. W. FAIR
BARRISTER, SOLICITOR, ETC.
1602 Prudential Building
55 York St., Toronto
EMpire 6-5609 EMpire 6-5600

TRUDEAU, BEAULIEU, ETHIER & MOREL
Advocates, Barristers and Solicitors
204 West, Notre-Dame Street — Tel. MA. 9284
Maurice Trudeau, Q.C.
Roger Beaulieu — Jacques Rousseau — J. Alfred Ethier — François Morel

BOUFFARD, LA ROCHELLE, DUCHESNE & AMYOT
Barristers and Solicitors
229 ST. JOSEPH STREET, QUEBEC, QUE.
Senator P. H. Bouffard, Q.C.
Gerard LaRochelle — Rene Amyot — Raymond Duchesne — Marguerite Choquette
Counsel: Edouard Belleau, Q.C.

• *Architects and Engineers*

GREEN BLANKSTEIN RUSSELL and ASSOCIATES
ARCHITECTS AND CONSULTING ENGINEERS
222 OSBORNE ST. N. WINNIPEG, MANITOBA

KYLES & KYLES
ARCHITECTS
INDUSTRIAL COMMERCIAL
INSTITUTIONAL SITE REPORTS
247 JOHN ST. S., HAMILTON, ONT.

GORDON S. ADAMSON & ASSOCIATES
ARCHITECTS
Industrial, Commercial and Institutional Buildings
52 St.-Clair Ave. E., Toronto, Ont. WA. 4-7421 WA. 3-7990

• *Management Consultants*

URWICK ORR & PARTNERS LTD.
Consulting Specialists in Organization & Management
ROYAL BANK BUILDING TORONTO EM. 3-9033
1176 SHERBROOKE ST. W. MONTREAL BE. 4854

STEVENSON & KELLOGG, LTD.
Consulting Management Engineering
TORONTO: 10 Eglinton Ave., E. — MONTREAL: 4123 Sherbrooke W., Montreal 6, P.Q. — VANCOUVER: Royal Bank Bldg., Vancouver 2, B.C. — SEATTLE: 444 Dexter Horton B., Seattle 4, Wash.
MEMBER ASSOCIATION OF CONSULTING MANAGEMENT ENGINEERS

J. D. WOODS & GORDON
LIMITED
MANAGEMENT CONSULTANTS
Member of Association of Consulting Management Engineers, Inc.
15 Wellington St. West, TORONTO, ONT.
Aldred Bldg., 507 Place d'Armes, MONTREAL, QUE.

Here Is Profit Picture For 298 Canadian Companies

OILS

Company & Fiscal Year Ends	Net Earnings 1954	Net Earnings 1953	Taxes 1954	Taxes 1953	Net Profit 1954	Net Profit 1953	Dividends Paid 1954	Dividends Paid 1953	Working Capital 1954	Working Capital 1953	Net Worth 1954	Net Worth 1953
B. A. Oil, Dec. 31	43,481,792	44,162,897	10,420,000	11,300,000	18,159,114	19,735,437	6,759,348	5,262,436	58,276,550	35,953,417	152,710,636	136,262,220
Canadian Oil Comp., Dec. 31	8,411,055	7,574,627	1,690,000	1,213,000	1,845,124	1,514,901	951,480	950,004	8,905,620	7,888,780	21,088,138	19,163,074
Imperial Oil, Dec. 31	118,804,395	108,430,890	36,900,032	33,806,911	49,582,585	47,984,515	26,862,774	23,877,782	155,186,342	163,447,608	467,554,291	416,436,006
Int. Petroleum, Dec. 31	59,457,237	61,350,276	20,106,481	19,268,699	25,481,441	25,912,943	14,524,088	14,524,088	102,919,962	89,501,879	215,661,155	204,703,802
Interprov. Pipe Line, Dec. 31	21,969,753	13,265,023	5,550,000	3,427,124	6,051,520	4,433,500	2,267,925	755,960	7,194,196	17,760,102	57,097,814	53,518,202
McColl-Frontenac, Dec. 31	20,570,284	19,085,043	6,193,000	5,757,000	7,940,283	7,319,484	2,847,963	2,847,963	22,776,755	25,617,175	53,727,428	48,617,096
North Star Oil, Dec. 31	1,673,453	1,864,276	......	574,000	895,153	644,677	801	......	3,210,323	3,048,414	12,512,244	11,898,453
Reliance Pet., Dec. 31	1,325,800	1,228,670	500,000	449,000	440,471	437,245	116,734	116,734	613,558	321,927	3,101,060	2,769,144
Stuart, D. A. Oil, May 31	358,279	420,484	220,000	294,000	138,279	126,484	103,820	77,177	556,863	573,260	1,176,766	1,132,992
9 Companies	276,052,048	257,382,186	81,579,513	76,089,734	110,533,970	108,108,886	54,434,933	48,412,144	359,645,674	344,112,562	984,629,532	894,500,899

METALS

Company & Fiscal Year Ends	Net Earnings 1954	Net Earnings 1953	Taxes 1954	Taxes 1953	Net Profit 1954	Net Profit 1953	Dividends Paid 1954	Dividends Paid 1953	Working Capital 1954	Working Capital 1953	Net Worth 1954	Net Worth 1953
Aluminium Ltd., Dec. 31	112,111,377	111,709,668	36,158,877	39,986,809	34,970,025	38,178,053	17,632,896	17,307,846	131,633,972	102,703,718	299,717,049	281,468,638
Cdn. Bronze, Dec. 31	781,449	1,182,839	385,000	540,000	402,627	541,708	317,500	437,500	2,458,180	2,278,712	2,544,386	2,396,362
Consol. Min. & Sm., Dec. 31	48,330,003	40,152,423	14,200,000	11,600,000	25,011,229	20,415,443	22,113,331	19,656,283	59,766,805	52,149,131	154,585,485	150,634,437
Empire Brass, Dec. 31	1,693,154	2,397,394	554,000	1,050,000	640,427	1,019,908	15,000	46,553	6,341,520	6,311,611	5,718,578	5,183,321
Falconbridge Nickel, Dec. 31	11,236,363	9,855,521	312,843	540,000	4,660,945	3,867,069	1,870,636	1,861,886	8,956,842	5,746,918	27,789,787	24,505,082
Internat. Nickel, Dec. 31	133,806,519	117,369,902	43,363,691	43,945,837	65,295,186	53,694,526	44,210,589	36,192,596	211,489,160	190,705,165	368,108,159	345,048,180
Pressed Metals, Dec. 31	527,876	1,649,081	45,245	669,883	150,253	643,605	136,582	325,452	3,967,705	3,861,383	7,160,025	7,121,265
7 Companies	308,576,741	284,317,028	95,019,656	98,332,529	131,130,692	118,360,312	86,296,534	75,828,116	424,614,184	363,756,638	865,623,469	816,357,335

PULP AND PAPER

Company & Fiscal Year Ends	Net Earnings 1954	Net Earnings 1953	Taxes 1954	Taxes 1953	Net Profit 1954	Net Profit 1953	Dividends Paid 1954	Dividends Paid 1953	Working Capital 1954	Working Capital 1953	Net Worth 1954	Net Worth 1953
Abitibi P. & P., Dec. 31	31,298,601	29,430,131	12,403,000	11,385,000	10,625,901	10,044,152	5,664,516	5,486,960	39,099,197	31,197,679	89,470,910	95,117,122
Alaska Pine, Dec. 31	9,247,561	7,129,958	2,840,000	1,660,000	1,840,524	1,084,726	82,500	41,250	10,448,469	7,762,797	41,639,610	39,876,958
Barber-Ellis, Dec. 31	546,482	492,174	198,208	188,595	240,658	203,154	145,000	145,000	1,368,701	1,277,522	1,983,320	1,881,293
Bathurst P. & P., Dec. 31	7,266,602	5,542,555	2,580,000	1,960,000	2,962,283	1,974,797	1,525,000	1,525,000	11,435,554	13,447,621	24,420,396	22,735,529
Brown Co., Nov. 30	9,493,454	9,287,370	2,530,000	2,610,000	3,411,175	3,050,696	931,295	981,678	16,270,283	18,222,877	46,313,987	45,320,861
Consol. Paper, Dec. 31	30,177,062	28,130,649	13,000,000	11,800,000	11,808,762	10,959,693	5,773,911	5,773,864	52,105,106	50,347,805	60,897,398	53,619,908
Donohue Bros., Dec. 31	2,045,856	1,920,826	772,099	696,949	791,590	717,219	420,000	360,000	4,025,238	3,640,779	6,615,938	6,185,924
Eddy Paper, Dec. 31	4,858,588	3,807,914	1,344,549	858,448	1,321,652	862,161	200,000	200,000	6,406,332	6,854,716	27,917,917	26,658,623
Fraser Companies, Dec. 31	12,751,115	11,007,574	4,636,000	4,994,000	4,868,171	2,973,740	2,279,648	2,293,747	13,798,549	10,941,924	31,488,813	29,127,872
Great Lakes Paper, Dec. 31	7,305,523	7,347,038	2,972,057	2,953,225	3,116,444	2,973,088	2,121,394	2,204,095	8,063,433	10,871,704	13,873,396	16,261,010
Hendershot Paper, Dec. 31	276,350	202,743	▲112,480	78,812	127,229	91,929	50,000	50,000	142,502	234,644	468,842	390,554
Hinde & Dauch, Dec. 31	§3,750,494	4,223,873	1,493,146	1,759,066	§1,503,560	1,755,937	441,000	420,000	5,617,030	3,716,021	12,423,033	10,455,330
Howard Smith Paper, Dec. 31	15,571,034	14,207,115	5,110,000	4,431,000	5,020,256	4,703,018	2,062,750	2,054,334	21,972,824	21,660,823	48,772,980	45,403,259
Powell River, Dec. 31	27,102,560	23,534,166	11,325,000	9,510,000	11,125,883	9,708,290	6,720,000	6,090,000	15,983,058	11,073,820	50,065,245	46,201,957
Price Bros., Dec. 31	18,350,246	15,985,702	6,925,000	6,025,000	8,075,890	6,068,531	4,582,856	4,582,856	39,123,279	30,193,645	77,139,532	70,090,626
Rolland Paper, Dec. 31	1,524,816	1,422,594	615,000	540,000	564,236	553,190	153,251	147,251	2,466,456	2,171,041	4,028,263	3,664,221
St. Lawrence Corp., Dec. 31	16,246,004	16,081,183	4,494,838	5,475,989	4,451,038	5,228,641	2,205,430	2,205,430	17,220,224	20,843,823	25,232,316	22,921,955
17 Companies	197,812,328	177,046,446	73,351,377	66,096,084	71,855,302	62,135,075	35,358,551	34,143,465	265,546,235	239,141,664	562,751,896	526,516,927

IRON AND STEEL

Company & Fiscal Year Ends	Net Earnings 1954	Net Earnings 1953	Taxes 1954	Taxes 1953	Net Profit 1954	Net Profit 1953	Dividends Paid 1954	Dividends Paid 1953	Working Capital 1954	Working Capital 1953	Net Worth 1954	Net Worth 1953
Ashdown, J. H., Hdwe., Dec. 31	1,415,779	2,407,380	510,142	1,010,083	584,358	1,095,780	324,572	370,238	8,667,737	9,122,452	12,899,615	12,639,829
Atlas Steels, Dec. 31	1,711,010	2,828,265	129,000	847,000	226,409	872,680	......	834,825	7,277,474	7,168,490	11,869,068	11,644,959
Beatty Bros., Aug. 28-30	326,625	860,894	26,000	287,000	112,426	360,672	166,800	229,350	6,210,635	6,075,997	8,044,790	8,023,043
Can. Found. & Forg., Dec. 31	127,473	270,778	▲43,600	88,186	■48,348	100,281	40,262	81,932	1,172,314	1,388,946	2,602,272	2,671,228
Can. Machinery, Jan. 31	500,395	511,257	203,939	222,527	220,819	213,717	75,000	50,000	855,919	762,024	2,259,769	2,147,814
Can. Wire & Cable, Dec. 31	3,270,504	4,434,692	1,110,000	1,550,000	1,344,413	2,088,294	624,181	624,009	10,291,425	10,333,927	12,914,485	12,138,128
Cdn. Car & Foundry, Spt. 30	7,646,629	5,714,133	2,947,000	2,200,000	2,939,888	2,131,438	765,780	692,640	13,513,970	12,766,215	30,974,963	29,359,722
Cdn. Fairbanks-Morse, Dec. 31	866,735	1,317,400	326,000	573,000	380,827	752,436	304,803	305,094	7,654,431	7,702,834	9,669,592	9,596,370
Cdn. General Electric, Dec. 31	18,419,216	25,404,731	5,700,000	9,200,000	7,139,759	11,044,537	1,387,360	2,333,436	30,979,634	32,203,882	76,218,496	70,501,547
Cdn. Ice Machine, Dec. 31	137,850	187,497	47,505	73,500	64,132	78,581	25,000	25,000	666,671	727,498	812,574	782,536
Cdn. Ingersoll-Rand, Dec. 31	2,126,339	2,193,827	890,000	888,729	1,001,095	1,043,146	788,632	978,290	8,136,321	7,832,806	9,419,248	9,204,035
Cdn. Locomotive, Dec. 31	■473,912	■288,749	......	......	■592,679	■387,521	......	......	522,251	1,310,789	2,306,677	2,899,356
Cdn. Marconi, Dec. 31	‡‡2,533,646	2,015,891	970,000	1,235,000	‡‡1,083,590	1,349,243	273,281	273,281	6,659,599	4,621,483	‡‡19,762,219	7,801,910
Cdn. Westinghouse, Dec. 31	4,843,158	9,953,158	855,000	3,590,000	1,381,010	3,754,458	1,181,023	1,152,817	39,260,776	37,830,756	39,601,899	38,464,920
Chatco Steel Prod., Mar. 31	219,220	176,028	10,711	48,276	23,173	50,398	18,925	18,787	553,664	493,376	1,559,394	1,552,246
Cockshutt Farm Eq., Oct. 31	■1,849,113	6,062,895	▲1,182,642	1,625,000	■1,919,765	1,145,102	320,538	1,068,370	25,126,326	27,752,731	18,475,881	21,511,964
Cresswell Roll Form., Dec. 31	70,723	165,465	1,845	49,456	21,601	70,804	......	......	336,586	366,309	537,470	514,698
Dominion Bridge, Oct. 31	9,266,109	11,589,757	3,560,470	5,066,670	4,549,669	4,871,593	1,747,434	1,593,248	27,262,735	26,008,372	41,410,390	38,560,279
Dom. Foundries, Dec. 31	9,401,145	11,093,117	2,900,000	3,947,000	3,068,469	4,100,356	1,781,739	1,790,991	13,809,585	15,566,236	34,764,279	33,776,310
Dom. Engineering, Dec. 31	5,311,545	5,443,500	2,124,989	2,210,926	1,777,094	1,907,721	625,000	625,000	7,825,618	6,547,079	14,786,435	13,621,188
Dom. Steel & Coal, Dec. 31	12,522,510	13,915,631	2,600,000	3,300,000	3,322,006	3,867,715	2,079,666	2,079,666	30,111,073	30,627,640	61,211,569	62,191,342
Eastern Steel, Nov. 30	■116,538	■201,693	......	▲148,916	■265,374	■166,182	......	......	1,686,804	1,744,491	1,127,090	1,156,843
Easy Washing Mach., Dec. 31	459,673	331,884	190,000	140,000	209,196	155,437	84,211	76,555	1,300,980	623,193	1,155,849	993,628
Enamel & Heating, Dec. 31	208,817	327,795	14,802	74,380	74,815	105,098	47,200	47,200	1,612,444	1,492,830	1,558,548	1,515,048
Ford Motor, Dec. 31	21,160,959	31,063,938	1,400,000	7,600,000	14,243,319	20,029,513	7,050,580	4,976,880	31,715,381	37,489,191	118,078,869	113,731,962
General Steel Wares, Dec. 31	1,093,191	2,087,995	85,829	714,432	360,208	756,106	395,731	539,608	7,513,473	7,775,288	9,943,805	10,028,273
Greening Wire, June 30	537,486	709,982	165,000	260,000	176,760	247,829	142,500	142,500	2,465,097	2,332,584	3,190,868	3,156,608
Gurney Products, Dec. 31	171,148	214,134	52,436	75,424	69,797	90,806	36,180	36,328	908,574	979,757	1,596,902	1,572,219
Hahn Brass, June 30	344,307	373,745	156,945	182,466	120,512	125,069	74,000	74,000	525,007	423,578	1,140,692	1,099,595
Hayes Steel, July 31	870,830	1,952,228	147,200	730,000	276,289	811,197	210,000	210,000	4,805,441	4,768,430	7,929,235	7,862,946
Inglis, John, Dec. 25-26	■1,022,766	341,786	......	▲250,000	■1,462,280	■440,933	......	221,481	6,003,867	4,159,659	8,575,806	5,992,969
Int. Metal Indust., Dec. 31	3,566,842	3,084,719	1,660,000	1,500,000	1,382,172	1,201,341	505,562	608,790	10,909,389	11,502,402	14,405,964	13,587,579
Kelvinator, Spt. 30	1,438,077	3,205,149	360,000	1,393,000	455,749	1,340,221	600,000	800,000	3,492,567	4,056,221	5,590,102	5,666,994
Mackinnon Struct. Steel, July 31	145,814	251,638	59,500	118,000	70,798	114,645	11,508	12,261	747,652	702,394	917,475	868,593
Massey-Harris-Ferguson, Oct. 31	20,218,313	19,954,320	8,400,000	7,650,000	6,710,833	7,365,521	5,700,280	4,887,986	123,541,642	105,813,895	89,049,915	84,926,034
Montreal Locomotive, Dec. 31	2,414,978	2,579,152	987,000	1,130,000	1,192,456	1,156,140	630,000	560,000	12,449,661	11,864,876	15,201,878	14,661,669
Nat. Steel Car, June 30	5,855,005	4,856,078	2,700,000	2,450,000	2,752,143	2,093,590	1,404,000	1,404,000	11,144,427	10,037,684	14,337,797	12,648,566
Ontario Steel, Spt. 30	1,453,696	2,276,470	378,500	1,018,000	743,519	1,002,519	364,301	291,641	2,677,098	2,718,654	5,379,262	4,994,585
Page-Hersey, Dec. 31	5,487,134	7,373,864	1,848,255	3,176,000	2,900,810	3,241,164	2,091,312	2,091,312	17,266,452	17,611,862	19,968,266	19,104,143
R & M Bearings, June 30	108,964	97,178	49,000	34,500	50,941	55,163	15,600	15,600	409,243	386,336	474,601	439,261
Renold Coventry, Dec. 31	192,516	255,847	83,000	112,000	94,256	129,301	70,448	70,448	630,085	597,366	812,224	790,137
Robert Mitchell, Dec. 31	793,463	784,148	332,509	329,325	382,154	384,823	217,200	181,000	2,644,725	2,825,162	3,711,073	3,525,961
Russell Industries, Dec. 31	2,429,468	3,487,440	672,754	1,178,500	736,397	1,208,244	687,600	764,000	14,514,619	14,152,783	13,693,742	13,614,676
Sangamo, Dec. 31	420,870	652,020	83,000	214,000	101,162	228,721	135,909	181,212	1,955,688	2,060,995	2,751,483	2,786,230
Sarnia Bridge, Dec. 31	596,433	650,418	210,600	237,000	237,696	278,911	135,000	135,000	1,016,885	981,330	1,590,899	1,471,961
Slater, N., Oct. 31	619,678	707,132	244,420	285,872	255,983	210,604	111,725	111,943	2,306,396	2,236,433	3,475,025	3,362,837
Steel Co. of Can., Dec. 31	42,538,745	47,634,791	13,644,037	13,391,733	13,231,059	14,257,440	4,996,945	4,2[illegible]378	70,122,066	60,573,978	116,643,676	108,164,486
Stowell Screw, Dec. 31	41,859	80,783	......	4,117	252	16,858	11,250	[illegible]	319,304	322,206	681,415	689,537
Toronto Iron Wks., Dec. 31	908,035	1,229,700	360,000	540,000	402,719	591,532	131,100	[illegible]	4,034,465	1,887,660	4,996,536	3,688,153
United Steel, Dec. 31	1,498,489	2,029,440	563,955	853,422	629,648	872,387	505,162	505,162	5,199,078	5,127,727	8,183,818	8,043,984
Westeel Products, Dec. 31	2,360,606	3,072,058	1,020,000	1,360,000	1,049,459	1,405,935	661,315	661,309	5,544,230	5,146,127	8,566,170	8,117,992
Vancouver Mach., Sept. 30	159,287	315,384	4,500	101,500	17,846	105,023	34,000	46,000	1,259,778	1,347,823	2,237,073	2,132,827
52 Companies	185,288,965	249,042,031	59,559,601	84,467,108	73,881,230	99,485,454	39,590,617	39,130,318	597,705,962	570,852,757	889,067,143	850,004,720

MERCHANDISING

Company & Fiscal Year Ends	Net Earnings 1954	Net Earnings 1953	Taxes 1954	Taxes 1953	Net Profit 1954	Net Profit 1953	Dividends Paid 1954	Dividends Paid 1953	Working Capital 1954	Working Capital 1953	Net Worth 1954	Net Worth 1953
Agnew-Surpass, May 31	883,567	1,223,576	336,079	585,984	379,313	492,396	183,996	218,144	2,581,480	2,474,214	2,061,037	1,891,467
Auto Elect. Service, Dec. 31	370,760	319,463	151,292	141,646	159,620	123,725	90,110	87,886	1,302,814	1,273,764	1,427,440	1,367,176
Belgium Stores, Jan. 31/55	42,001	■20,307	......	......	1,223	■62,865	14,785	14,785	269,829	284,010	437,324	461,240
Cochrane-Dunlop, Dec. 31	889,001	§831,593	354,400	337,500	383,618	§362,065	■■	■■	4,224,044	3,892,516	4,946,529	4,605,607
Dupuis Frères, Jan. 31/55	1,077,365	1,034,225	304,700	225,000	323,762	311,094	235,606	197,400	3,115,846	2,755,709	9,232,344	6,637,186
Freiman, A. J., Dec. 31	954,174	758,629	385,000	252,000	358,514	212,039	117,204	118,143	1,828,626	1,540,778	3,787,220	3,563,921
Henry Morgan, Jan. 26-27	2,189,596	1,977,083	960,000	910,000	970,106	903,974	377,388	298,142	9,227,375	7,372,202	11,283,706	7,523,841
Holt, Renfrew, Jan. 31	628,294	540,618	228,000	193,000	247,584	220,828	46,790	25,000	2,713,742	1,610,694	3,455,829	2,239,305
Legaré Ltd., Mar. 31	402,076	256,920	175,000	99,470	182,026	114,788	59,244	59,244	2,272,234	1,928,011	3,481,203	2,436,481
Lindsay, C. W., Mar. 31	57,648	■12,036	5,600	......	29,540	■40,136	......	......	1,185,931	1,012,317	2,178,774	1,715,140
Lipsett, Edward, Nov. 30	26,366	■59,946	......	▲6,000	8,766	■80,224	10,000	10,000	1,042,559	1,157,761	1,049,143	995,871
Loblaw Groc., May 29-30	10,529,372	9,725,442	3,392,952	4,302,270	4,439,074	3,929,669	1,430,043	1,364,828	7,030,516	2,339,170	23,393,093	20,519,378
Mitchell, J. S., Dec. 31	354,877	436,832	153,295	199,494	165,071	209,495	75,000	75,000	2,178,965	2,086,957	2,627,968	2,471,929
National Grocers, Apr. 3-Mar. 28	1,284,083	1,365,556	494,618	551,126	490,785	594,552	509,718	509,990	5,362,714	5,566,333	7,687,117	7,660,747
Robin, Jones & Whit., Feb. 28	13,766	■112,503	......	▲26,019	■30,834	■86,484	......	......	462,802	445,434	1,055,036	1,054,936
Stedman Bros., Dec. 31	1,944,914	1,849,299	863,157	823,304	902,974	876,721	366,451	366,451	4,780,885	4,434,996	6,672,030	6,135,551
Simpsons Ltd., Jan. 5-6	6,668,576	8,187,185	1,450,000	2,690,000	2,537,182	2,831,508	1,500,000	1,499,955	10,656,618	14,030,992	53,889,269	52,529,937
Simpsons-Sears, Jan. 5-6	1,241,408	4,167,446	▲520,000	890,000	■535,904	1,336,176	......	......	16,762,067	25,763,594	41,072,107	23,677,231
Tamblyn, G., Dec. 31	940,101	841,257	332,338	291,345	356,616	341,314	221,600	221,600	1,111,164	1,424,344	2,689,961	2,369,967
Western Grocers, Dec. 31	3,404,138	3,340,762	1,204,399	1,356,043	1,259,144	1,328,622	305,803	305,803	7,451,474	8,834,792	16,234,027	15,265,565
20 Companies	34,902,023	36,650,094	10,270,830	13,816,160	12,628,160	13,919,255	5,543,729	5,372,371	85,561,685	90,228,588	198,661,157	165,122,476

TRANSPORTATION

Company & Fiscal Year Ends	Net Earnings 1954	Net Earnings 1953	Taxes 1954	Taxes 1953	Net Profit 1954	Net Profit 1953	Dividends Paid 1954	Dividends Paid 1953	Working Capital 1954	Working Capital 1953	Net Worth 1954	Net Worth 1953
C.P.R., Dec. 31	44,868,245	45,686,623	......	......	29,826,248	31,450,462	23,805,419	23,841,060	109,131,467	90,593,778	899,793,558	884,312,558
Can. Steam. Lines, Dec. 31	11,194,087	15,087,024	2,667,000	3,340,000	2,731,420	3,484,289	873,125	873,125	15,674,537	12,968,853	33,187,554	31,418,885
Prov. Transport, Dec. 31	1,714,963	2,469,845	249,500	436,100	215,731	455,001	350,000	350,000	403,491	753,753	2,891,364	3,193,262
3 Companies	57,777,295	63,243,492	2,916,500	3,776,100	32,773,399	35,389,752	25,028,544	25,064,185	125,209,495	104,316,386	935,872,476	918,924,705

TEXTILES

Company & Fiscal Year Ends	Net Earnings 1954	Net Earnings 1953	Taxes 1954	Taxes 1953	Net Profit 1954	Net Profit 1953	Dividends Paid 1954	Dividends Paid 1953	Working Capital 1954	Working Capital 1953	Net Worth 1954	Net Worth 1953
Bates & Innes, Dec. 31	21,810	34,277	1,795	3,400	4,731	13,162	15,250	30,250	464,032	482,880	930,284	941,148
Belding-Corticelli, Nov. 30	253,717	357,709	......	30,553	96,358	118,641	97,654	113,036	1,743,201	1,634,352	2,619,880	2,576,699
Biltmore Hats, Oct. 31	119,241	134,590	7,500	10,500	73,510	59,801	56,000	56,000	617,950	309,628	795,329	821,844
Bruck Mills, Oct. 31	565,075	169,609	......	▲171,010	■28,890	■270,594	......	225,000	1,950,330	2,022,537	5,601,127	5,694,232
Butterfly Hosiery, Jan. 2-3	■17,640	255,290	......	68,169	■110,771	83,982	34,406	39,795	602,048	650,403	1,062,091	1,160,664
Cdn. Celanese, Dec. 31	5,171,625	7,797,167	1,300,000	2,525,000	1,501,378	2,869,114	1,731,227	3,407,435	14,975,650	14,167,758	28,185,239	28,062,056
Cdn. Converters, Dec. 31	73,200	♦♦■51,199	......	......	20,173	♦♦■86,434	......	......	1,218,326	1,256,270	2,778,431	2,259,543
Cdn. Cotton, Mar. 31	■2,329,356	1,521,452	......	159,540	■2,525,606	199,390	144,182	484,357	9,097,008	13,066,815	15,598,663	15,403,731
Caldwell Linen, Dec. 31	105,485	149,573	24,200	48,000	36,021	49,377	74,500	74,500	1,842,819	933,901	1,469,731	1,474,567
Celtic Knitting, Dec. 31	99,510	97,880	22,810	16,015	45,268	48,376	27,000	27,000	259,747	234,056	614,315	597,499
Circle Bar, June 30	■33,320	■16,064	......	......	■132,071	■54,241	6,599	26,398	502,830	708,308	1,049,634	1,184,080
Cosmos Imperial, Dec. 31	801,416	888,867	280,000	315,000	297,970	309,201	280,000	280,000	2,738,517	2,584,499	3,529,124	3,519,847
Consol. Textile, Dec. 31	143,591	333,394	1,411	62,774	27,365	68,749	5,218	177,069	1,019,299	976,630	2,114,912	2,097,481
Dom. Fabrics, Dec. 31	255,807	286,132	77,500	91,500	89,023	100,472	65,000	86,000	828,461	770,939	1,242,811	1,217,951
Dom. Textile, Mar. 31	2,650,370	4,546,527	......	......	■48,514	1,157,449	1,423,029	1,680,466	28,708,263	25,055,235	39,230,433	38,971,162
Hamilton Cotton, Dec. 31	255,117	883,259	105,800	▲236,000	■49,830	227,417	119,875	140,700	2,028,475	2,154,294	3,056,977	3,244,010
Harding Carpet, Oct. 31	628,614	1,102,872	173,000	313,785	195,192	548,561	186,763	138,722	3,490,750	3,528,611	3,490,354	3,461,925
Hubbard Felt, Nov. 30	73,598	48,417	15,252	10,440	28,520	22,351	18,750	18,750	297,100	340,211	459,211	444,163
London Hosiery, Mar. 31	28,130	52,342	1,200	15,200	2,599	18,887	27,000	36,000	444,913	458,569	718,558	729,694
Monarch Knitting, Dec. 31	■332,409	■288,808	......	......	■406,171	■288,808	14,463	53,308	1,445,694	1,856,594	2,508,377	2,888,661
Paton Mfg., Apr. 30	■57,219	779,199	......	190,000	■103,245	128,379	76,430	76,738	1,246,657	1,435,249	1,467,705	1,651,736
Penman's, Dec. 31	1,064,597	957,213	364,000	264,000	290,750	182,324	258,054	258,054	6,355,807	5,974,818	7,180,670	7,056,471
Robinson Cotton, Dec. 18	109,888	216,040	......	7,012	■19,956	9,946	......	......	1,220,209	1,288,975	1,914,816	2,004,492
Scythes & Co., Nov. 30	153,124	118,485	46,500	73,000	74,650	78,909	63,888	63,888	1,139,756	1,133,642	1,708,000	1,687,601
Tooke Bros., Dec. 31	27,377	■147,808	▲17,000	29,000	■28,270	58,052	......	240,000	768,033	767,622	743,644	771,914
Wabasso Cotton, May 1-2	1,282,352	1,860,504	267,000	280,000	225,727	358,748	297,087	349,515	2,744,598	2,825,640	4,650,812	4,550,210
Woods Mfg., Dec. 31	496,897	846,629	......	9,000	196,262	319,693	■■30,000	■■30,000	3,279,946	3,302,537	11,003,185	8,868,357
Wool Comb. Co-op., Dec. 31	49,050	47,290	▲516	▲3,000	■9,577	■9,815	......	......	82,790	40,534	474,493	484,070
York Knitting, Dec. 31	■405,895	13,055	......	......	■492,884	■77,175	......	......	1,679,928	1,538,776	2,075,356	2,872,261
29 Companies	11,208,752	23,149,514	1,675,452	4,563,878	—730,298	6,233,804	5,052,425	8,132,981	92,793,137	91,500,283	143,274,168	146,698,068

PUBLIC UTILITIES

Company & Fiscal Year Ends	Net Earnings 1954	Net Earnings 1953	Taxes 1954	Taxes 1953	Net Profit 1954	Net Profit 1953	Dividends Paid 1954	Dividends Paid 1953	Working Capital 1954	Working Capital 1953	Net Worth 1954	Net Worth 1953
Anglo-Cdn. Tel., Dec. 31	1,249,365	982,540	92,492	56,790	1,056,873	825,750	573,510	373,510	2,898,489	1,662,344	15,557,624	15,062,897
Bell Telephone, Dec. 31	89,906,799	83,560,402	23,697,000	22,715,000	28,549,135	26,848,740	23,378,035	20,263,516	12,472,788	37,929,173	385,336,117	374,905,717
B. C. Power, Dec. 31	27,405,935	24,735,435	7,212,381	6,351,100	5,127,357	4,595,257	3,154,776	2,270,500	18,741,068	11,218,055	84,881,390	71,357,393
B. C. Telephone, Dec. 31	11,338,966	10,368,863	2,759,905	3,000,689	2,911,809	2,542,056	2,262,500	1,923,594	8,706,196	9,912,002	42,470,158	31,934,654
Canada Electric, Dec. 31	531,816	569,430	89,009	144,116	112,933	96,959	50,312	45,938	274,489	213,331	1,292,321	897,505
Can. North Power, Dec. 31	305,102	1,837,619	2,015	421,785	303,087	501,464	240,000	290,075	182,209	‡1,422,472	1,593,277	559,387
Cdn. Utilities, Dec. 31	1,777,458	1,511,807	327,803	445,908	792,924	534,421	536,202	453,488	484,680	992,253	7,962,905	6,273,386
Cdn. West Nat. Gas, Dec. 31	2,611,435	2,159,603	718,968	624,564	1,042,942	730,653	680,328	120,328	2,884,458	1,760,708	19,670,629	17,020,386
Calgary Power, Dec. 31	8,978,995	7,732,018	2,702,623	2,267,896	3,387,248	2,836,469	535,000	374,200	696,715	380,075	26,347,646	23,570,406
Consumers' Gas, Sept. 30	°4,024,980	°4,158,747	1,450,000	1,598,743	1,843,753	1,851,282	1,164,416	1,164,416	2,097,344	4,611,[illegible]	18,317,022	18,027,237
Gatineau Power, Dec. 31	11,330,936	10,637,249	3,432,859	3,102,246	4,116,587	3,747,578	2,797,276	2,797,276	912,166	730,2[illegible]	45,709,342	45,191,011
Lower St. Lawr. Pwr., Dec. 31	1,060,373	867,862	357,923	207,965	301,170	238,790	117,720	88,683	616,843	921,426	2,759,667	2,499,272
MacLaren P. & P., Dec. 31	7,160,220	7,283,509	2,496,900	2,516,700	2,819,854	2,674,469	1,375,000	1,000,000	15,156,316	12,970,355	31,276,783	29,143,170
Maritime Tel. & Tel., Dec. 31	4,655,708	4,296,197	1,311,935	1,192,841	1,366,770	1,276,465	1,178,857	1,033,975	2,479,423	‡3,476,283	19,436,457	19,008,342
Northwest Utilities, Dec. 31	4,609,463	3,335,144	943,496	666,246	1,758,992	1,057,219	1,035,000	160,000	2,562,443	295,801	15,790,970	12,857,653
North Quebec Pwr., Dec. 31	2,021,780	1,846,280	504,180	413,415	649,504	501,323	454,938	350,000	230,279	*2,399,520	4,844,292	1,782,880
N. B. Telephone, Dec. 31	8,208,152	7,568,533	1,055,078	1,020,714	1,169,776	1,110,015	951,993	888,655	3,422,630	722,741	20,718,855	17,092,050
North-West Tel., Dec. 31	613,959	321,961	180,904	98,629	163,514	84,414	71,875	53,542	638,982	204,022	2,186,723	897,485
Northern Telephone, Dec. 31	698,739	625,672	243,539	216,107	224,019	199,750	80,000	80,000	‡384,301	‡75,016	1,833,211	1,679,778
Pembroke Electric, Dec. 31	236,520	247,661	69,350	49,400	95,997	70,843	12,500	12,500	53,420	‡18,073	637,870	544,527
Power Corp., June 30	2,109,908	2,104,744	111,500	208,100	1,739,971	1,604,257	1,545,890	1,433,647	‡144,938	236,113	42,744,007	35,187,737
Quebec Power, Dec. 31	3,276,323	2,966,212	802,694	679,035	1,038,229	871,252	697,219	663,837	2,907,535	904,074	14,822,780	11,976,366
Quebec Telephone, Dec. 31	1,853,204	1,370,631	517,375	376,702	510,499	388,868	233,532	126,673	1,694,521	2,802,304	3,227,638	2,899,526
Saguenay Power, Dec. 31	5,260,631	5,478,318	1,712,161	1,782,220	1,282,701	1,387,346	1,209,554	1,108,229	1,230,026	2,491,377	30,758,996	30,585,759
St. Maurice Pwr., Dec. 31	1,077,667	1,104,131	182,000	180,000	213,524	213,629	140,000	150,000	1,027,922	1,120,365	1,984,873	1,912,594
Shawinigan W. & P., Dec. 31	22,972,183	20,618,718	4,773,000	3,808,000	7,270,260	5,952,564	4,194,191	4,183,462	6,261,012	13,694,101	108,076,801	100,810,539
South. Canada Pwr., Sept. 30	3,970,860	3,738,634	1,388,500	1,230,000	1,545,985	1,441,759	1,256,223	1,162,045	2,108,029	2,031,398	17,426,468	16,969,521
Union Gas, Mar. 31	4,525,707	4,041,194	1,250,000	1,249,000	1,714,242	1,573,455	988,679	706,199	3,891,044	4,402,433	19,006,145	18,269,898
W. Kootenay P. & P., Dec. 31	1,687,656	1,799,005	593,000	640,000	827,893	910,055	646,200	646,200	2,259,874	2,410,433	8,302,794	8,120,574
29 Companies	235,530,842	217,858,139	60,987,590	57,263,931	73,934,548	66,667,112	51,566,726	44,104,490	96,361,662	118,996,834	984,973,761	917,034,650

MILLING AND GRAIN

Company & Fiscal Year Ends	Net Earnings 1954	Net Earnings 1953	Taxes 1954	Taxes 1953	Net Profit 1954	Net Profit 1953	Dividends Paid 1954	Dividends Paid 1953	Working Capital 1954	Working Capital 1953	Net Worth 1954	Net Worth 1953
Collingwood Term., Dec. 31	133,779	234,378	42,300	92,100	64,003	112,622	38,345	38,345	259,119	209,271	666,343	572,723
Dover Industries, Sept. 30	276,871	268,257	93,200	103,000	119,741	104,128	42,845	85,690	1,176,070	1,255,745	1,693,711	1,656,849
Federal Grain, July 31	3,291,937	3,710,714	925,000	1,400,000	1,151,711	1,185,545	175,367	197,900	5,018,620	5,618,545	9,866,054	9,277,900
Goderich Elevators, Mar. 31	397,266	362,941	163,000	150,000	174,857	160,735	147,011	84,006	604,891	566,739	1,687,923	1,632,640
Lake of the Woods, Aug. 31	735,124	971,174	179,165	364,140	298,562	407,377	341,302	341,302	6,619,353	8,702,264	10,937,976	10,807,754
Maple Leaf Milling, July 31	2,669,762	2,640,891	898,000	880,000	863,770	970,672	476,365	461,950	6,281,186	6,991,305	11,002,931	14,690,459
McCabe Grain, June 30	834,720	858,979	315,000	329,000	320,307	350,135	71,866	71,866	2,250,646	1,965,693	3,077,092	2,829,337
Mid. & Pac. Grain, July 31	826,425	659,330	360,798	209,219	357,878	217,624	100,000	4,000	1,745,826	538,047	3,263,760	1,124,499
Ogilvie Flour, Aug. 31	2,508,676	2,337,838	235,000	136,000	1,372,740	1,329,258	1,040,000	1,040,000	8,466,705	8,559,612	24,636,534	23,176,673
St. Lawrence Flour, Aug. 31	280,993	230,599	106,912	81,000	97,102	80,631	36,155	36,155	2,929,991	3,139,459	3,659,653	3,598,706
Toronto Elevators, July 31	1,716,343	1,573,871	376,500	445,400	395,157	443,351	198,162	198,162	4,342,014	4,208,007	4,843,108	4,581,427
United Grain Growers, July 31	2,334,127	2,283,348	600,000	700,000	309,965	584,513	239,417	239,778	5,275,568	6,061,101	9,045,781	8,920,686
12 Companies	16,005,023	16,132,320	4,294,875	4,889,859	5,525,793	5,946,638	2,906,835	2,799,154	44,969,989	45,815,788	84,400,886	82,869,647

FOODSTUFFS

Company & Fiscal Year Ends	Net Earnings 1954	Net Earnings 1953	Taxes 1954	Taxes 1953	Net Profit 1954	Net Profit 1953	Dividends Paid 1954	Dividends Paid 1953	Working Capital 1954	Working Capital 1953	Net Worth 1954	Net Worth 1953
Acadia-Atlantic Sugar, Dec. 31	2,955,312	2,933,150	1,198,539	1,225,166	1,240,305	1,269,430	810,000	810,000	10,484,203	6,913,130	16,278,912	15,997,659
Blue Ribbon Corp., June 30	103,591	250,636	......	84,000	■16,527	51,754	42,642	42,642	1,815,167	1,883,796	2,019,610	2,223,449
B. C. Packers, Mar. 31	2,694,003	■291,783	616,715	▲828,817	704,502	■773,918	211,671	317,754	11,166,117	10,320,427	10,476,454	10,025,790
B. C. Sugar Refining, Sept. 30	3,353,964	4,251,910	1,305,847	1,930,773	1,118,512	1,388,992	900,000	900,000	9,778,550	9,011,456	20,455,825	20,210,582
Burns & Co., Dec. 29-30	1,987,713	2,823,135	359,271	828,946	672,386	1,080,101	390,203	390,077	4,639,613	5,761,204	10,424,410	10,369,719
Canada Bread, June 30	1,099,598	1,040,948	......	66,000	117,549	166,546	82,500	82,500	200,007	221,027	2,407,913	2,390,800
Can. & Dom. Sugar, Mar. 31	5,327,707	■4,596,786	2,140,000	1,762,000	2,221,555	1,468,113	1,500,000	♦1,875,000	14,469,538	12,906,394	20,478,688	19,565,508
Canada Packers, Mar. 31-25	10,570,235	11,904,558	4,080,000	4,931,000	3,702,020	4,400,598	1,800,000	1,800,000	19,857,581	18,536,763	36,781,702	34,630,965
Canada Starch, Dec. 31	1,721,824	1,858,320	703,000	798,400	708,930	734,559	511,462	511,462	3,305,805	3,133,391	5,168,679	4,960,796
Canada Vinegars, Sept. 30	392,641	401,553	99,964	165,493	137,084	122,131	92,000	92,000	318,474	205,468	1,684,960	1,639,876
Cdn. Bakeries, Aug. 31	235,581	557,431	4,000	170,000	33,908	185,218	49,945	49,945	201,667	413,162	1,549,429	1,590,465
Cdn. Food Products, Oct. 31	274,824	457,572	▲45,000	20,000	■119,393	31,399	56,250	112,500	‡219,892	919,960	3,672,109	3,986,917
Consol. Bakeries, Dec. 26	1,168,469	1,123,688	75,198	165,000	432,722	306,662	169,722	169,722	1,662,706	1,448,575	6,057,626	5,710,506
David et Frère, Mar. 31	801,444	707,990	297,707	276,584	341,964	258,352	165,393	96,841	1,012,252	893,212	1,964,668	1,761,992
Dom. Dairies, Mar. 31	717,282	725,326	2,700	66,318	■35,653	76,961	......	......	‡166,663	72,003	1,754,182	1,745,766
Estabrooks, June 30	603,667	447,939	196,000	129,850	240,260	151,256	47,279	47,896	3,045,508	2,803,884	3,381,941	3,349,597
General Bakeries, Apr. 7	889,960	850,622	278,000	293,000	293,067	275,829	50,000	50,000	656,370	445,357	1,859,100	1,735,195
Inter-City Baking, Jan. 31/55	553,654	519,549	166,000	152,000	185,438	171,154	111,011	111,011	2,139,342	1,003,622	2,782,720	2,673,959
Laura Secord, Sept. 30	769,354	753,557	300,000	320,500	343,390	314,377	230,000	230,000	1,851,662	1,811,114	2,925,810	2,608,119
Walter M. Lowney, June 30	†619,276	1,394,273	190,851	437,086	†221,527	522,364	103,595	207,190	1,085,463	1,086,737	3,800,549	3,675,822
Manitoba Sugar, Mar. 31	482,604	500,191	234,000	255,000	223,604	245,191	135,000	135,000	1,583,156	1,455,766	2,719,823	2,631,218
Quinte Milk, Dec. 31	83,053	77,198	16,530	17,000	27,895	29,526	27,560	23,460	59,243	86,479	237,851	238,411
Silverwood Dairies, Mar. 31	3,071,353	2,928,300	1,059,000	1,042,000	1,075,128	978,854	569,625	536,275	2,617,101	2,606,505	5,053,142	4,263,078
Tip Top Canners, Apr. 30	40,423	60,192	3,142	13,339	12,367	20,419	11,683	11,683	101,556	123,800	324,852	323,907
Viau Ltd., Jan. 31/55	738,275	1,076,277	237,806	448,975	254,804	477,603	175,002	174,812	186,404	733,408	2,636,191	2,551,641
George Weston, Dec. 31	7,221,338	7,324,764	[illegible]91,534	2,150,000	2,342,499	2,301,501	1,217,628	1,220,155	11,688,896	10,485,978	45,063,323	34,743,892
26 Companies	48,477,655	49,274,082	15,410,954	16,860,113	16,479,843	16,314,972	9,460,171	9,997,925	103,312,936	95,284,618	211,960,469	195,605,626

CONSTRUCTION

Company & Fiscal Year Ends	Net Earnings 1954	Net Earnings 1953	Taxes 1954	Taxes 1953	Net Profit 1954	Net Profit 1953	Dividends Paid 1954	Dividends Paid 1953	Working Capital 1954	Working Capital 1953	Net Worth 1954	Net Worth 1953
Bird Construction, Dec. 31	727,626	629,418	269,071	220,099	278,433	230,063	61,550	61,550	978,720	870,443	1,714,773	1,495,990
Building Products, Dec. 31	3,542,669	3,793,253	1,300,000	1,496,000	1,582,851	1,715,995	870,091	870,091	6,238,935	6,410,102	9,602,613	8,879,672
Canada Cement, Nov. 30	20,678,558	20,833,248	7,050,000	6,325,000	6,350,147	5,454,965	3,622,850	3,074,725	5,980,168	12,377,863	42,241,642	44,325,386
Can. Crushed & Cut S., Dec. 31	1,199,285	1,022,960	434,745	378,362	413,882	288,836	23,558	29,532	932,747	883,439	5,377,848	5,090,126
Erie Flooring, June 30	20,016	76,042	2,765	31,697	5,453	35,833	36,000	36,000	703,991	699,355	759,947	736,709
Foundation Co., Dec. 31	2,335,499	2,067,948	820,000	666,567	792,909	698,447	314,277	255,970	4,613,603	4,290,849	6,343,081	5,485,710
Gypsum, Lime & Alab., Nov. 30	3,952,152	4,018,977	1,430,000	1,555,000	1,662,091	1,613,910	880,086	880,086	6,189,783	5,852,207	10,138,724	9,283,419
Imperial Varnish, Aug. 31	381,629	495,116	140,000	205,000	158,847	201,793	81,615	83,095	1,247,640	1,103,415	1,762,178	1,702,819
Int'nl. Paints, Sept. 30	297,376	412,704	94,112	171,865	87,610	128,758	59,990	59,990	1,444,566	1,497,557	2,250,046	2,198,443
Scarfe & Co., Dec. 31	75,004	211,864	5,000	84,000	17,104	89,561	49,000	49,000	882,587	1,019,899	1,418,728	1,450,624
Sherwin-Williams, Aug. 31	2,967,410	3,033,209	1,288,068	1,495,421	1,422,677	1,195,095	590,516	523,100	9,223,614	9,071,555	18,125,692	17,293,531
Sidney Roofing, Dec. 31	1,196,337	1,065,145	411,549	317,844	416,578	323,118	45,000	45,000	1,582,850	1,249,215	4,546,905	4,248,239
Standard Clay, Dec. 31	26,734	81,113	▲2,572	3,484	■16,844	9,671	......	......	238,754	386,516	869,210	865,430
Standard Paving, Mar. 31	2,668,522	2,183,915	1,034,024	816,166	972,536	771,181	365,623	280,469	1,990,026	1,440,607	3,830,957	3,269,932
Toronto Brick, Dec. 31	1,030,934	905,105	419,800	370,500	445,948	395,727	153,811	102,580	860,149	673,135	1,224,446	951,268
15 Companies	41,097,151	40,829,917	14,696,562	14,137,005	14,590,222	13,152,953	7,158,967	6,351,188	43,128,138	47,796,157	110,206,790	107,317,298

BEVERAGES

Company & Fiscal Year Ends	Net Earnings 1954	Net Earnings 1953	Taxes 1954	Taxes 1953	Net Profit 1954	Net Profit 1953	Dividends Paid 1954	Dividends Paid 1953	Working Capital 1954	Working Capital 1953	Net Worth 1954	Net Worth 1953
T. G. Bright, Mar. 31	681,630	734,657	279,824	303,000	242,840	263,293	115,000	115,000	1,721,388	1,874,591	3,478,677	3,350,837
Canada Malting, Dec. 31	3,254,725	2,930,725	1,565,000	1,291,950	1,039,725	988,775	596,916	596,916	7,980,476	7,427,824	11,545,430	10,709,045
Cdn. Breweries, Oct. 31	19,707,996	19,485,489	6,509,000	6,707,000	7,939,624	7,679,494	3,165,659	2,960,578	16,435,968	12,829,799	51,390,112	47,010,814
Coast Breweries, June 30	1,443,774	1,438,729	625,500	660,700	603,680	607,865	436,851	436,851	2,473,879	2,677,290	4,542,405	4,381,682
H. Corby Dist., Aug. 31	3,691,891	2,927,966	1,736,894	1,404,692	1,757,166	1,484,693	1,111,916	778,342	10,027,474	9,336,223	11,445,838	10,783,728
Distillers-Seagrams, July 31	78,396,928	85,665,206	37,680,000	42,750,000	35,840,162	37,890,561	15,024,876	15,249,485	329,596,646	318,990,251	338,521,636	317,706,350
Dow Brewery, Oct. 31	5,155,786	3,215,140	1,046,790	78,311	♦1,300,069	1,171,159	501,446	......	10,145,656	10,936,572	21,794,038	20,895,405
Labatt's Ltd., Sept. 30	7,382,418	4,719,035	2,665,000	1,700,000	2,877,211	1,714,894	1,252,890	900,000	5,364,286	3,970,416	18,447,091	11,090,678
Melchers, Dec. 31	245,278	272,865	76,000	107,500	93,239	92,547	87,500	87,500	1,614,491	1,588,108	2,566,659	2,577,594
Molsons, Sept. 30	8,507,778	10,867,195	3,700,000	5,230,000	3,665,164	4,489,245	1,800,000	1,800,000	10,932,942	12,313,796	25,537,312	23,036,795
Orange Crush, Oct. 27-28	394,474	726,471	47,946	122,402	17,818	249,546	......	......	1,565,820	1,736,754	1,877,866	1,848,579
Sicks Breweries, Dec. 31	4,419,719	5,197,791	1,753,779	2,148,941	1,890,662	2,318,313	1,332,800	1,332,800	5,090,419	4,810,897	13,570,696	13,022,991
H. Walker-G. & Worts, Aug. 31	42,281,945	42,703,869	19,555,751	20,986,710	20,252,490	19,093,424	11,093,631	8,848,930	127,110,812	123,039,211	169,668,957	160,510,098
West. Can. Brew., Oct. 31	3,924,066	3,613,460	1,435,000	1,420,000	1,586,415	1,306,857	659,338	638,345	2,649,711	2,819,239	8,035,497	6,023,489
14 Companies	179,488,405	184,498,538	78,676,484	84,911,206	79,106,265	79,350,771	37,228,823	33,794,747	532,764,108	514,350,971	682,422,214	632,948,065

MISCELLANEOUS

Company & Fiscal Year Ends	Net Earnings 1954	Net Earnings 1953	Taxes 1954	Taxes 1953	Net Profit 1954	Net Profit 1953	Dividends Paid 1954	Dividends Paid 1953	Working Capital 1954	Working Capital 1953	Net Worth 1954	Net Worth 1953
Asbestos Corp., Dec. 31	7,548,941	8,574,684	2,175,000	2,520,000	4,366,918	4,810,656	2,250,000	2,250,000	4,796,273	4,943,932	17,764,397	17,400,750
Ash Temple, Dec. 31	226,575	246,462	70,205	85,992	101,007	97,710	15,000	15,000	1,069,366	1,007,715	841,055	751,660
Brantford Cordage, Oct. 31	568,860	327,940	218,000	96,000	235,526	98,823	60,000	60,000	2,259,110	1,852,149	2,947,247	2,643,673
B.A. Bank Note, Dec. 31	748,345	536,450	290,000	175,000	312,944	193,961	180,000	150,000	1,162,342	1,072,230	2,222,239	2,050,840
Cdn. Motor Lamp, Dec. 31	524,158	889,592	190,000	337,000	211,093	416,897	120,875	150,000	1,963,928	1,862,779	2,899,572	2,723,223
Cdn. Wirebound Boxes, Apr. 30	1,304,066	1,278,194	572,000	573,000	584,735	553,077	157,570	138,478	2,866,591	3,042,103	6,374,139	6,499,214
Claude Neon, Dec. 31	210,426	253,224	30,024	62,709	47,977	65,739	......	......	621,864	636,328	1,272,196	1,224,220
Combined Enterprises, Dec. 31	1,819,456	1,551,485	684,792	625,189	729,315	605,246	127,565	127,898	3,985,891	3,761,256	5,381,356	4,827,367
Commercial Alcohols, Mar. 31	425,833	657,111	▲9,458	16,500	▲9,978	218,938	......	......	‡314,818	390,493	966,230	904,208
Consol. Glass, Dec. 31	123,042	143,274	25,307	33,852	27,506	36,949	13,500	13,500	351,563	371,459	277,678	260,873
Consumers Glass, Aug. 31	1,535,683	1,733,970	333,511	744,495	692,773	657,858	479,355	479,355	3,095,752	2,563,661	3,865,808	3,749,678
Crain, R. L., Dec. 31	656,939	698,659	236,800	241,000	244,637	252,361	56,700	56,700	1,064,440	822,511	1,645,223	1,457,395
Crown Cork & Seal, Dec. 31	951,758	960,260	384,017	462,510	463,728	497,750	200,000	200,000	2,540,919	2,519,512	3,776,800	3,450,785
Davis Leather, Dec. 31	■264,681	170,550	......	......	■302,327	133,172	75,000	150,000	2,617,065	2,782,525	3,391,747	3,132,590
DeHavilland Aircraft, Spt. 30	644,831	1,134,026	......	310,000	90,741	177,168	32,000	32,000	2,454,186	826,453	7,234,994	7,025,212
Dominion Coal, Dec. 31	1,898,105	■782,951	......	......	■413,928	■2,978,593	......	......	1,901,363	1,381,470	12,720,596	12,488,482
Dom. Electrohome, Dec. 31	88,490	381,204	3,651	142,768	13,392	160,006	......	20,000	871,170	941,389	1,139,439	1,133,696
Dominion Glass, Spt. 30	3,626,878	4,886,589	1,226,821	2,325,000	1,521,388	1,743,270	787,625	787,625	9,469,116	9,566,408	14,960,523	14,082,830
Dom. Oilcloth, Oct. 31	3,079,176	3,071,674	905,247	910,401	°1,889,487	1,875,631	1,520,000	1,520,000	4,464,857	4,194,701	14,692,765	13,748,230
Dom. Tar & Chem., Dec. 31	8,395,192	7,639,371	1,710,000	1,985,000	1,875,369	1,987,893	1,420,000	1,402,500	28,989,966	13,389,030	30,972,538	29,476,575
Dunlop Canada Ltd., Dec. 31	817,84[illegible]	1,105,932	85,100	217,000	115,134	299,265	......	......	4,980,034	7,404,266	7,712,401	7,660,000
Evans, Coleman & Gilley, Dec. 31	2,821,5[illegible]	2,629,815	904,200	754,600	898,150	778,398	213,942	197,268	3,371,593	2,786,658	7,004,787	6,320,579
Famous Players, Jan. 1-2	7,198,280	7,580,137	2,577,860	2,857,256	3,384,825	3,536,206	2,799,315	2,799,315	8,712,836	9,474,238	30,435,991	29,749,372
Fittings Ltd., Dec. 31	274,744	282,025	48,455	50,917	67,302	71,117	29,534	29,534	1,261,786	1,381,505	2,705,321	2,673,073
Fisher & Burpe, Dec. 31	145,238	177,154	58,148	79,157	53,666	73,989	37,780	41,104	736,042	742,871	521,937	474,537
Fleet Mfg., Spt. 30	702,161	503,113	......	......	436,452	401,264	......	......	778,295	430,831	792,475	338,066
General Products, Dec. 31	1,115,569	1,737,358	319,149	596,531	224,624	413,804	■■	■■	4,640,055	4,333,280	5,843,096	5,691,169
Goodyear Tire, Dec. 31	7,371,220	10,656,254	2,758,015	3,872,542	2,476,961	4,797,204	1,839,812	1,328,465	18,783,470	19,553,068	30,206,046	28,934,274
Horner, F. W., Dec. 31	404,661	400,181	190,348	179,401	184,411	188,313	59,355	59,355	°574,959	477,407	1,139,782	1,014,726
Humberstone Shoe, July 31	■564	118,909	1,045	46,257	■12,342	61,602	......	25,000	485,001	468,502	818,436	808,279
Imperial Tobacco, Dec. 31	20,373,166	20,208,741	9,303,762	9,517,594	7,884,588	7,533,026	5,610,320	5,394,601	82,963,604	80,450,793	80,863,412	79,646,464
Int. Bronze Powders, Dec. 31	424,718	398,734	189,247	176,554	172,600	154,402	150,000	170,000	1,832,443	1,785,205	3,060,236	2,873,803
Journal Pub. of Ottawa, Dec. 31	391,209	413,409	120,000	199,848	134,682	137,391	100,000	100,000	52,256	8,698	1,193,885	1,322,688
Alfred Lambert, Dec. 31	571,443	803,309	172,700	283,000	124,833	237,071	49,800	49,800	4,014,534	3,989,990	2,146,269	2,071,237
John A. Lang, Dec. 31	254,318	363,080	11,303	41,560	13,839	68,941	......	......	2,207,728	2,140,596	2,132,636	2,118,197
Lawson & Jones, Apr. 30	1,692,406	1,792,911	712,834	821,968	561,504	553,965	......	......	2,363,110	2,574,571	4,[illegible]81,909	4,762,333
Mailman Corp., Apr. 30	861,824	1,083,017	171,962	447,280	301,800	306,486	134,222	136,310	3,741,809	3,766,085	5,547,495	5,433,185
Maple Leaf Gdns., Aug. 31	511,822	397,638	218,500	172,100	256,899	191,084	191,250	147,116	240,379	241,070	1,091,087	963,880
Marcus Loew's, Aug. 25-29	268,142	265,105	114,850	116,543	87,563	89,438	37,500	37,500	770,651	681,821	1,754,098	1,652,836
L. McBrine Co., Dec. 31	14,067	80,422	3,215	34,312	10,852	46,110	25,000	25,000	415,616	412,510	618,792	632,890
Modern Containers, Dec. 31	174,001	288,150	3,245	59,000	11,318	73,736	100,000	100,000	476,735	▲▲409,978	1,095,775	1,172,485
Moore Corp., Dec. 31	14,165,380	14,928,167	6,600,000	8,550,000	6,288,765	5,145,180	2,817,450	2,548,231	25,664,173	22,361,473	37,872,051	32,512,890
Nat. Drug & Chem., Dec. 31	1,140,070	1,113,926	509,594	485,818	506,343	503,400	322,176	322,176	5,936,538	5,723,488	6,668,255	6,495,135
Neon Products, Apr. 30	998,654	929,143	259,000	189,000	257,491	145,763	44,221	46,884	391,674	‡352,237	1,707,078	1,267,250
Office Specialty, May 31	795,510	943,670	308,000	430,000	325,130	412,837	103,968	103,968	2,129,246	1,906,161	3,043,337	3,165,843
Ont. Jockey Club, Oct. 31	1,173,426	879,219	400,000	374,000	470,120	360,257	90,000	90,000	‡729,517	974,859	4,089,571	3,586,576
Photo Engravers, Aug. 31	412,425	425,042	140,000	140,000	149,421	147,502	63,547	61,230	497,201	821,921	1,484,731	1,378,659
T. S. Simms, June 30	144,053	221,723	32,000	93,000	55,746	74,197	39,052	39,090	1,060,295	1,056,391	1,553,2[illegible]	1,513,726
H. Simon & Sons, Dec. 31	158,126	232,772	54,745	100,659	64,478	107,205	48,376	56,105	753,241	852,693	1,026,145	1,015,425
Southam Co., Dec. 31	5,173,995	5,034,396	1,960,000	1,960,000	2,327,780	2,196,682	1,200,000	1,050,000	3,843,770	3,408,094	7,858,235	6,471,634
Standard Fuel, Apr. 30	214,766	227,414	69,482	86,470	78,519	86,750	45,000	45,000	900,397	1,007,095	1,505,108	1,466,715
Stanley Brock, Dec. 31	201,291	164,171	74,167	66,100	92,585	72,133	43,890	43,890	774,953	674,232	1,274,027	1,176,742
Sun Publishing, Aug. 31	1,205,704	1,355,152	413,600	555,700	430,620	506,234	■■22,500	■■	639,810	1,128,552	2,704,624	2,467,346
Taylor, Pearson & Car., Dec. 31	880,350	1,299,948	325,663	478,167	420,308	592,918	190,407	170,890	4,533,523	4,401,682	5,011,989	4,729,659
United Amusement, Jan. 1-2	614,599	936,557	143,982	356,261	312,357	433,023	210,155	210,155	1,131,474	1,239,826	3,794,790	3,686,418
Viceroy Mfg., Feb. 28	656,394	648,944	277,000	290,000	283,367	268,521	97,680	141,830	922,040	1,139,407	1,100,156	1,275,413
Windsor Hotel, Dec. 31	315,462	254,091	125,000	104,000	65,462	50,091	49,194	49,194	1,030,266	891,592	2,941,912	2,925,009
Willson Stationers, Apr. 30	332,002	573,013	163,513	295,390	188,489	277,623	13,052	13,520	2,365,949	2,135,041	3,217,333	2,915,398
58 Companies	109,102,211	46,723,801	38,865,801	115,809,510	42,352,885	42,997,580	24,273,688	23,085,607	261,580,913	250,717,327	443,769,409	393,455,412

FINANCE

Company & Fiscal Year Ends	Net Earnings 1954	Net Earnings 1953	Taxes 1954	Taxes 1953	Net Profit 1954	Net Profit 1953	Dividends Paid 1954	Dividends Paid 1953	Working Capital 1954	Working Capital 1953	Net Worth 1954	Net Worth 1953
Industrial Accept., Dec. 31	27,461,151	30,882,494	6,610,711	7,170,313	6,837,286	6,969,476	3,305,702	2,526,834	158,745,142	141,370,968	41,025,162	37,940,472
Laurentide Accept., Oct. 31	1,293,160	905,379	297,671	200,809	320,758	213,185	176,460	115,504	10,824,562	6,161,023	2,497,247	1,622,859
Traders Finance, Dec. 31	14,430,989	14,557,859	3,427,440	4,071,590	4,401,545	4,466,620	3,044,754	2,416,730	166,368,586	158,783,092	32,700,625	25,021,806
Union Acceptance, Dec. 31	1,092,368	909,057	263,700	245,700	302,301	258,341	60,954	47,460	5,562,825	4,554,684	2,521,759	1,892,883
4 Companies	44,277,668	47,254,789	10,599,522	11,688,412	11,861,890	11,907,622	6,587,870	5,106,528	341,501,115	310,869,767	78,744,893	66,478,020

LUMBER

Company & Fiscal Year Ends	Net Earnings 1954	Net Earnings 1953	Taxes 1954	Taxes 1953	Net Profit 1954	Net Profit 1953	Dividends Paid 1954	Dividends Paid 1953	Working Capital 1954	Working Capital 1953	Net Worth 1954	Net Worth 1953
B.C. Forest Products, Spt. 30	7,379,146	7,048,005	2,220,000	2,110,000	2,185,725	1,923,697	800,800	800,000	12,875,661	11,248,231	19,954,721	18,533,296
MacMillan & Bloedel, Spt. 30	34,383,393	32,567,189	12,621,250	11,562,914	12,431,856	11,065,492	4,189,055	4,185,012	40,748,620	29,758,082	104,240,871	93,696,185
Western Plywood, Oct. 31	1,387,178	1,465,377	449,000	404,000	483,892	626,921	215,109	86,200	1,194,892	1,141,082	2,758,204	2,469,285
3 Companies	43,149,717	41,080,571	15,290,250	14,076,914	15,101,473	13,616,110	5,204,164	5,071,212	54,519,173	42,147,395	126,953,796	114,698,766

FOOTNOTES: ■Loss. ▲Credit. ‡Excess of current liabilities over current assets. †6 months. ♦♦8 months. §10 months. ‡‡Consolidated. **Two quarterly dividends. ♦Five quarterly dividends. ■■Plus stock dividend. °After depreciation. ▲▲Based on pro forma balance sheet. *After giving effect to issue of $1,500,000 Series B bonds, $2,500,000 first preference shs. and 12,500 common shs.

Company Reports

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

Paper Products

BARBER-ELLIS OF CANADA LTD. consolidated net profit of $240,658 for 1954 was 18.5% higher than 1953's $203,154.

CONS. INCOME ACCOUNT

Years Ended Dec. 31:	1954	1953
Net earnings	$546,482	$492,174
Less: Deprec.	102,616	94,778
Note int.	5,000	5,647
Inc. tax	198,208	188,595
Net profit	240,658	203,154
Less: Pref. divds.	4,200	4,200
Com. divds.	140,800	140,800
Surplus for year	95,658	58,154
Earnings per Share and Dividend Record:		
Preferred	$200.55	$169.30
Paid	3.50	3.50
Common	5.37	4.52
Paid	3.20	3.20

CONDENSED CONS. BALANCE SHEET

As at Dec. 31:	1954	1953
Cash	$122,046	$114,236
Accts. rec.	917,768	891,428
Invests	†72,551	†72,551
Inventories	940,995	912,829
Total curr. assets	2,053,360	1,991,044
Prep. exp.§	49,720	55,927
Misc. assets	107,897	104,434
Fixed assets	2,226,804	2,143,687
Total assets	4,437,781	4,295,092
Accts. & tax. pay.	580,059	608,922
Bond & note int.	2,500	2,500
Notes pay.	100,000	100,000
Pref. divd. pay.	2,100	2,100
Total curr. liab.	684,659	713,522
Depreciation	1,433,560	1,357,667
Other res.	343,105	343,105
Capital stock	500,000	500,000
Surplus	1,476,457	1,380,798
†Market value	79,413	73,045
§Incl. in curr. assets in co's report.		
Working capital	1,368,701	1,277,522

Contingent liability at Dec. 31, 1954, totaled $8,180.

Wire

CAPITAL WIRE CLOTH & MANUFACTURING CO., Ottawa, net profit of $42,463 for 1954 was 180% higher than 1953 net of $15,164.

Production exceeded expectations, being the greatest in company's history, reports President T. L. Dunbar. Improvement is stated due largely to the modernization program under way for the past three years.

As more capital will be required for improvements to increase output to meet expected increase in demand, dividend action has been postponed, the president states.

INCOME ACCOUNT

Years Ended Dec. 31:	1954	1953
Net earnings	$118,315	$61,453
Less: Deprec.	46,426	42,498
Inc. taxes	29,426	3,791
Net profit	42,463	15,164
Less: Com. divds.	......	12,500
Surplus for year	42,463	2,664
Earnings per Share and Dividend Record:		
Common	$1.70	$0.61
Paid	......	0.50

CONDENSED BALANCE SHEET

As at Dec. 31:	1954	1953
Cash	$45	$202
Accts. rec.	145,038	102,873
Inventories	348,615	316,518
Total curr. assets	493,698	419,593
Prep. exp.*	1,417	1,664
Invest. at cost	1,000	......
Fixed assets	787,192	780,690
Total assets	1,283,307	1,201,947
Due bank	198,385	274,687
Accts., tax., etc., p.	103,650	36,209
Total curr. liab.	302,035	310,896
Depr. res.	491,075	444,649
Capital stock	100,000	100,000
Earned surplus	390,197	346,402
*Included in current assets in co's report.		
Working capital	191,663	108,697

Food

VIAU LTD. net profit of $254,804 for the fiscal year ended Jan. 31, 1955, was 46.7% lower than previous year's net of $477,603.

Decreased net profit is partially attributable to production time lost due to factory reorganization, reports President Roger Viau. "The enlargement program is now completed and all new machinery is expected to be in production "in a few months."

As the price of chocolate coated products was not raised to the same extent as price increases in cocoa beans, profits on these products have been reduced.

INCOME ACCOUNT

Years Ended Jan. 31:	1955	1954
Net earnings	$738,275	$1,076,277
Less: Deprec.	245,665	149,699
Income tax	237,806	448,975
Net profit	254,804	477,603
Less: Com. divds.	175,002	174,812
Surplus for year	79,802	302,791
Earnings per Share and Dividend Record:		
Common	$4.37	$8.19
Paid	2.00+1.00	2.00+1.00

CONDENSED BALANCE SHEET

As at Jan. 31:	1955	1954
Cash	$[illegible],570	$167,106
Investments*	5,109	106,959
Accts. rec., etc., less res.	534,933	583,339
Mtge. rec.	2,800	5,000
Life ins. c.s.v.	3,940	3,560
Inventories	669,478	604,129
Total curr. assets	1,362,030	1,470,093
Prep. exp.§	1,270	......
Misc. assets	2,501	114,599
Fixed assets†	2,440,826	1,704,433
Total assets	3,806,627	3,289,125
Bank loan & o'dft.	819,326	250,000
Accts., tax. pay.	356,300	486,685
Total curr. liab.	1,175,626	736,685
Capital stock	559,950	559,950
Surplus	2,071,051	1,992,490
*Mkt. value	10,300	106,160
†After deprec. of	1,509,705	1,264,040
§Incl. in curr. assets in co's report.		
Working capital	186,404	733,408

Contingent liability as at Jan. 31, 1955, amounted to $28,301.

Metals

CANADA FOILS LTD. net profit of $41,411 for 1954 was 67.8% lower than 1953 net of $128,605.

During 1954 the company completed the first major step in its over-all expansion program, reports President Frank W. Young. It took possession of its new factory and office building in Oct., 1953, and installed machinery by April, 1954.

Moving expenses of a nonrecurring nature incurred during 1954 are estimated at $158,075 ($69,248 in 1953). Included in this is the cost of operating two plants during the period of moving and a higher wage bill due to additional overtime and extra shifts to meet requirements of customers prior to moving the various departments.

During 1954, new machinery costing $133,032 was acquired. It is planned to purchase approximately $200,000 of machinery, which is expected to be in operation during the later part of 1955. It is predicted that the new plant and machinery will result in greatly increased sales.

INCOME ACCOUNT

Years Ended Dec. 31:	1954	1953
Net earnings	$487,936	$524,377
Less: Deprec.	180,740	160,209
Inc. taxes	12,000	92,000
Nonrec. exp.	168,582	79,755
Amort. bond disc.	3,000	......
Prem. on bds. red.	1,248	......
Bond int.	80,955	60,308
Net profit	41,411	128,605
Less: Cl. A divds.	60,000	62,000
Common divds.	40,000	40,000
Surplus for year	■58,589	26,605
■Deficit.		
Times Bond Interest Earned:		
Before deprec.	6.03	8.62
After deprec.	3.79	5.98
Earnings per Share and Dividend Record:		
Cl. A	$0.41	$1.28
Avail. for partic. cl. A div.	....	0.02
Paid & pay.	0.60	0.60+†0.02
Common‡	d0.19	0.67
Paid	0.40	0.40

†Participating divd. payable on cl. A on following May 15.
‡After participation.

CONDENSED BALANCE SHEET

As at Dec. 31:	1954	1953
Cash	$221,302	$139,554
Mkt. secs.†	352,900	650,639
Accts. rec., etc.♦	534,414	323,432
Life ins.	29,228	27,938
Inventories	293,900	354,902
Total curr. assets	1,431,744	1,496,466
Misc. assets	65,979	77,710
Fixed assets*	1,987,338	2,094,528
Total assets	3,485,061	3,668,704
Accts., tax., etc., p.	370,304	435,460
S.f. pay.	70,000	70,000
Divds. pay.	......	2,000
Total curr. liabs.	440,304	507,460
Funded debt	1,360,000	1,430,000
Capital stock	250,000	250,000
Earned surplus	1,434,757	1,481,235
†Mkt. value	331,950	566,790
*After depr. of	1,227,372	1,104,205
♦After res. of	9,500	9,500
Working capital	991,440	988,997

ANNOUNCEMENT

A. H. MATHIEU CHAS. M. WARD

H. J. Henderson, President of Kraft Foods Limited, Montreal announces that at a recent meeting of the Board of Directors, A. H. Mathieu, Vice President and General Sales Manager, was elected a Director, and Chas. M. Ward, Comptroller and a Director was elected a Vice President of the Company. Mr. Ward joined the Company in 1927 and Mr. Mathieu's service dates back to 1928.

BERTRAM
MACHINE TOOLS
THE JOHN BERTRAM and SONS CO. LIMITED
DUNDAS ONTARIO

THEY LIKE OUR SERVICE

TILDEN RENT-A-CAR Company

The Dominion Life Assurance Company
WATERLOO, Ontario

Gentlemen:

We are about to enter our fourth year in a group policy with your company covering our employees, not only here in Montreal, but also in Ottawa, Hamilton, and Vancouver.

We would like to express our satisfaction with the cooperation we have received from your company. The claim service you have provided has at all times been excellent, many payments being received by return mail.

The results obtained from this plan have exceeded our original expectation by a considerable margin, and have prompted many favourable comments from our employees.

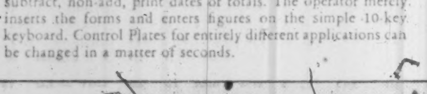
Yours very truly,
TILDEN RENT-A-CAR COMPANY
S. F. Tilden—President

FOR DETAILS OF OUR GROUP WELFARE PLANS WRITE OUR HEAD OFFICE

Dominion Life ASSURANCE COMPANY Since 1889
HEAD OFFICE WATERLOO, ONTARIO

W17-F

this Underwood Sundstrand portable posting machine has a "BRAIN"*



* The Interchangeable Control Plate is the "Brain" of this Underwood Sundstrand and tells the machine when to add, subtract, non-add, print dates or totals. The operator merely inserts the forms and enters figures on the simple 10-key keyboard. Control Plates for entirely different applications can be changed in a matter of seconds.

The all-new Underwood Sundstrand Portable Posting Machine "thinks for itself" . . . practically eliminates the risk of operating error.

When not being used for posting various records, it is instantly available for all types of adding, figuring work.

Call your nearest Underwood Branch and arrange to see a demonstration at your convenience—no obligation whatever.

There's an Underwood Sundstrand to speed up every adding-figuring problem.

Adding Machine Division
Underwood Limited
HEAD OFFICE: UNDERWOOD BUILDING, 135 VICTORIA STREET, TORONTO 1
COMPANY-OWNED BRANCHES AND SERVICE IN ALL CANADIAN CITIES.
Made and serviced by the makers of Underwood typewriters.

Company Reports

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

Mining

MACLEOD - COCKSHUTT has changed its fiscal year, realized a net profit of $409,657 or 14c a share in the year ended Dec. 31, 1954. In the three months ended Dec. 31, 1953, a $116,321 net was realized while in the year ended Sept. 30, 1953, a net profit of $429,849 had been reported.

Bullion recovery was $2,095,929 in the latest year with an additional $259,114 received under the Emergency Gold Mining Assistance Act.

An expanded program of prospecting and outside exploration is planned and Walter Maybank, P. Eng., has been engaged to direct this work from head office.

A group of 18 claims staked in Tashota area is to be explored this year and prospecting is also planned for an optioned group of claims in Gaevet twp., northwest of Senneterre in Quebec. The controlled Pic Nickel Mines also plans work this season in Pic River area while MacLeod will also have prospecting parties in the field.

Nothing was found on a group of claims staked in Manitouwadge area while an option on claims near Anstice, Ont., was dropped when no commercial ore was developed.

INCOME ACCOUNT

Period:	12 mos. ended Dec. 31 1954	12 mos. ended Sept. 30 1953
Bullion recov.	$2,095,929	$2,075,095
Less: Marketing	18,756	20,026
Oper. exps.	1,802,909	1,695,711
Add: Cost-Aid	259,114	184,905
Oper. profit	533,378	544,263
Add: Sundry rev.	41,470	38,970
Less: Deprec.	100,000	130,000
Inc. & roy. taxes	‡9,502	7,381
Outside expl.	55,689	16,003
Net profit	409,657	429,849
Less: Divds.	♦429,374	286,249
Surplus for year	▲19,717	143,600

♦In 3 payments, including 5 cents paid Dec. 1, 1953.

‡Includes $7,502 provision for income tax which would have been $81,900 greater except for co's claim of addit. deprec., being portion of deprec. charged in pr. yrs. not previously claimed. ▲Deficit.

Earned per Share	$0.14	$0.15
Paid	♦0.15	0.10

Note—Operations for 3 mos. ended Dec. 31, 1953, resulted in $501,021 bullion recovery from which $144,557 operating profit realized and $116,321 net profit carried to earned surplus.

CONDENSED BALANCE SHEET

As at:	Dec. 31 1954	Sept. 30 1953
Cash & bullion	$278,668	$334,538
Accts. rec.	3,087	34,751
Dom. & prov. bds.†	590,875	599,335
Debentures	9,986	12,383
Guar. invest. cert.	250,000	......
Cost-Aid assist.	146,551	80,193
Mining shares‡	103,536	98,381
Mat. & supplies	365,081	398,823
Total curr. assets	1,747,784	1,558,504
Prep. & def. chgs.	8,053	19,783
Def. develop.	28,159	52,660
Other invests.	95,586	80,334
Claims & props.	1,083,620	1,083,620
Plant & equip.▲	397,068	489,390
Total assets	3,360,270	3,284,201
Total curr. liab.	117,621	138,246
Capital stock	2,663,098	2,663,098
Earned surplus	579,551	482,947
▲After depr. of	2,668,765	2,551,223
†Mkt. value	595,787	551,687
‡Mkt. value	211,500	92,500
Working capital	1,630,163	1,420,258

OPERATING STATISTICS

	15 mos. ended Dec. 31 1954	12 mos. ended Sept. 30 1953
Tons milled	679,500	433,243
Aver. recovery	$3.82	$4.79
Ore reserves, tons	1,760,000	1,526,673
Grade ($35 gold)	$5.25	$5.56

Shipbuilding

SAINT JOHN DRY DOCK CO. consolidated net profit of $234,882 for 1954 was 34.9% lower than 1953's $360,790.

In April, 1954, all the outstanding 5½% sinking fund debentures due May 15, 1967, were called for redemption and cash to cover redemption deposited with the Trustee. During the year 7,500 5% non-cumulative redeemable preferred shares were redeemed at par and authorized capital reduced to $1,475,000, consisting of 12,500 5% preferred, $100 par, and 4,500 common shares, $50 par.

CONSOL. INCOME ACCOUNT

Years Ended Dec. 31:	1954	1953
Net earnings	$738,680	$949,938
Less: Depr.	234,887	188,939
Debent. int.	33,706	25,425
Income tax	235,205	374,784
Net profit & surp.	234,882	360,790
Times Debenture Interest Earned:		
Before deprec.	21.92	37.36
After deprec.	14.95	29.93
Earnings per Share and Dividend Record:		
5% pref.	$18.79	$18.04
None paid.		
Common	38.31	57.95
None paid.		

CONDENSED BALANCE SHEET

Years Ended Dec. 31:	1954	1953
Cash	$378,341	$369,685
Bonds & deb.*	298,198	245,173
Accts. rec. & dep.	430,154	2,115,602
Stores & supplies	546,328	536,990
Work in process	1,281,645	853,921
Total curr. assets	3,934,666	4,121,371
Empl. bonds	77,873	82,800
Deferred chgs.	13,951	19,549
Invests.	7,000	7,000
Fixed assets	3,534,245	3,234,923
Total assets	7,567,735	7,465,643
Debent. int.	10,412	3,119
Accts., tax., etc., p.	421,469	928,446
Payt's on acct.	1,790,324	1,023,031
Total curr. liab.	2,222,205	1,954,596
Deprec. res.	1,331,839	1,102,232
Funded debt	616,000	450,000
Capital stock	1,475,000	2,225,000
Paid-in surplus	225,000	225,000
Earned surplus	1,697,691	1,508,765
*Market value	306,800	236,015
Working capital	1,712,461	2,166,775

Contingent liability at Dec. 31, 1954, totaled $611,911.

Petroleum

SUPERTEST PETROLEUM CORP., London, Ont., consolidated net profit of $1,674,666 for 1954 was 4.4% higher than previous year's $1,603,595. Profit for 1954 includes $346,772 non-recurring profit.

The percentage of increase in sales for 1954 was considerably smaller than in the several preceding years, reports President W. L. Baragar. This is attributed to heavy capital expenditures in new marketing facilities by competing companies, including the building of many new service stations throughout the territory in which the company operates, and a lessening in demand for petroleum products.

Unit sales volume of tires, batteries and accessories was above that for 1953, but dollar volume was not improved.

Public use of the company's "Chargit" cheque book system increased.

Intense competition, lower farm income, more difficult credit conditions and somewhat backward seasonal weather affected income from operations, states the president.

Despite the decrease in earnings from operations, net earnings and net profit show an increase due to a non-recurring profit of $346,772, principally due to settlement by the Dominion Government with respect to expropriation of a bulk storage terminal in Hull, Que.

The company intends to continue, and may even have to accelerate its service station building program. The enlarging of service station storage capacity is nearing completion and the reduction of delivery costs through the use of maximum capacity trucks is already making itself felt, Mr. Baragar says.

During the past few months the company participated in the drilling of several oil wells in Western Canada, none of which has been productive. Also during the last 18 months, research has been carried out into the economics of constructing a refinery. "Such a step of course would involve the assumption of a heavy burden of debt but may become essential to continued progress," says the president.

Convertible sinking fund 4% debentures maturing Nov. 15, 1970, to a par value of $1,230,500 were converted to ordinary shares during 1954. In addition 560 preference shares were purchased for redemption.

CONS. INCOME ACCOUNT

Years Ended Dec. 31:	1954	1953
Net earnings	$5,036,489	$4,633,193
Less: Deprec.	1,325,077	1,027,116
Debent. int.	126,387	129,216
Taxes	1,889,301	1,852,279
Minority int.	21,058	20,987
Net profit	1,674,666	1,603,595
Less: Pref. divds.	116,735	123,267
Ord. & com. divs.	581,399	572,220
Surplus for year	976,532	908,108
Times Debenture Interest Earned:		
Before deprec.	39.85	35.86
After deprec.	29.37	27.91
Earnings per Share and Dividend Record:		
Pref.: Earned	$73.33	$63.19
Paid	5.00	5.00
Common & ord.		
Earned	1.98	2.07
Paid	0.80	0.80

CONDENSED CONS. BALANCE SHEET

As at Dec. 31:	1954	1953
Cash & Dom. bds.	$2,986,411	$2,618,048
Accts. rec.	2,911,201	2,796,097
Life ins., c.s.v.	39,598	38,195
Merchandise	1,651,350	1,642,214
Total curr. assets	7,588,650	7,094,554
Supp. & prep. exp.§	302,945	228,497
Def. chges.	125,706	......
Investments	2,692,637	2,472,748
Fixed assets	18,228,711	17,039,288
Goodwill, org. exp., etc.	571,882	756,873
Total assets	29,510,441	27,591,960
Accts., etc., pay.	4,363,200	4,041,163
Accr. chgs. & tax.	1,225,115	1,180,053
Total curr. liab.	5,588,315	5,221,216
Funded debt	2,243,374	3,459,943
Depr. reserve	9,406,026	8,533,922
Misc. res.	799,621	734,648
Min. int. in subs.	294,692	286,113
Capital stock	6,824,669	5,663,400
Surplus	4,353,744	3,692,718
Working capital	2,000,245	1,873,338

§Incl. in curr. assets in co's report.

Iron and Steel

BICKLE-SEAGRAVE LTD., Woodstock, Ont., net profit for 1954 was $21,830. Previous year's consolidated net loss was $227,512.

Total sales for 1954 were within 0.5% of the previous year, reports President R. G. Thomson. Early in the year deliveries were largely Federal Government, but in the last half, the bulk of business was represented by equipment sales to municipalities.

The balance of the Young St. properties were sold. Profit for the two transactions carried out in 1953 and 1954 was $16,239. The loss involved in winding up subsidiaries was $43,499 in addition to provision for loss made in the previous fiscal year.

The provision for Ontario income tax up to Dec. 31, 1951, was found to be insufficient and approximately $8,000 was provided out of the accounts for 1954.

"Profitable government business does not appear to be in volume at this time," but sufficient sales for a reasonably steady volume of production is hoped for, the president says.

CONS. INCOME ACCOUNT

Years Ended Dec. 31:	1954	▪1953
Net earnings	$132,329	$109,799
Less: Deprec. & amort.	78,452	83,286
Debt. int.	32,047	34,427
Net profit	21,830	♦227,512
Less: Pref. divds.	......	14,940
Surplus for year	21,830	♦242,452

▪Consolidated.
♦Loss or deficit.

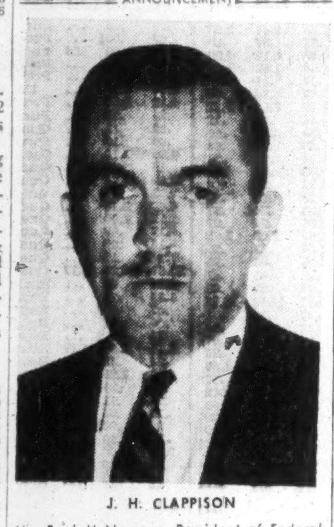
Earnings per Share and Dividend Record:		
Preferred	$3.77	d$91.77
Paid	nil	6.00
Common	0.02	d[illegible]
Paid	nil	nil

CONDENSED BALANCE SHEET

As at Dec. 31:	1954	▪1953
Cash	$10,364	$23,491
Accts., etc., rec.	370,549	407,536
Dep. on tenders	......	4,400
Inventories	567,648	656,619
Total curr. assets	948,561	1,092,046
Prepaid exp.§	5,129	22,141
Misc. assets	137,365	119,210
Fixed assets*	787,603	934,440
Goodwill, patents	......	101,714
Total assets	1,878,658	2,269,551
Bank loans	695,202	780,883
Other curr. liabs.	287,147	472,958
Total curr. liabs.	982,349	1,253,841
Due re franchises & patents	20,000	33,500
Funded debt	564,000	603,250
Capital stock	537,784	537,784
Surplus	†225,475	†158,824
*After depr. of	253,439	289,520
Working capital	‡33,788	‡161,795

§Included in curr. assets in co's report.
†Deficit.
▪Consolidated.
‡Excess of curr. liabilities over curr. assets.

ANNOUNCEMENT



J. H. CLAPPISON

Mr. Paul McNamara, President of Federal Equipment Supplies Limited, Toronto, is pleased to announce the appointment of Mr. J. H. Clappison as General Manager.

CNR Orders $3.5 Millions In Ore, Refrigerator Cars

MONTREAL (Staff) — Rolling stock orders totaling about $3.5 millions have been placed by Canadian National Railways. They include 200 refrigerator cars, 30 ore cars and a single diesel locomotive.

The 50-ton overhead-iced freight refrigerator cars are being built by National Steel Car Corp. All will be used on CN's Canadian lines, with delivery scheduled to start in August.

Marine Industries Ltd. will build the 30-ton ore cars, also to be delivered starting in August. General Motors Diesel Ltd. will produce the 1,750 hp twin-unit diesel locomotive, which is slated for both freight and passenger service.

How G-E Silicones Cut Costs, Increase Profits ...AS RELEASE AGENTS

IN MANY BRANCHES of Canadian industry G-E Silicones as release agents are helping to speed and increase production, reduce costs and enhance product quality. Here are some examples of the type of work they do:

Glass Molding
A G-E Silicone Release Agent No. 81528 was designed for releasing glass from molds. It eliminates smoke and fumes, improving working conditions. G-E No. 81528 results in better surface finish, higher bursting strength, better mar resistance, cleaner molds, longer mold life, and less maintenance.

Release Papers
Papers treated with G-E Silicone Emulsion No. 81414 are being used as anti-stick or anti-block sheets — to separate raw rubber slabs, to package asphalt or resins, and for many other applications where sticking of materials is a problem.

Rubber and Plastic Release
Rubber tires, fabricated parts, tile and plastics are readily released from molds with G-E Silicone Emulsion No. SM61. Better release, cleaner molds, fewer rejects of parts, less down-time on molds for cleaning and much improved surface finish result from the use of this G-E Silicone Release Agent.

Foundry Shell Molding
The use of G-E Silicone Release Emulsion No. SM55 has made feasible the revolutionary Shell Molding Process. SM55 gives easy release of the cured sand-resin shell from the metal pattern, giving perfect reproduction on intricate moldings.

Perhaps these examples suggest similar application in your plant where Silicone's release properties can save you money or give you a better product. Some of the literature available on Silicone release applications is listed below. For free copies check coupon below. Literature on other Silicone products and application is also available on request.

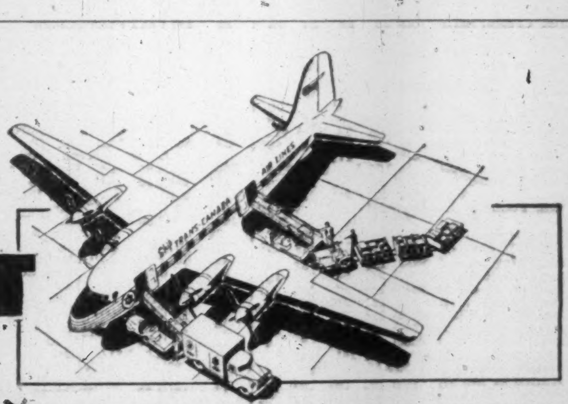
G-E SILICONES

Write for these FREE booklets
Chemical Material Sales,
CANADIAN GENERAL ELECTRIC CO. LTD.,
1601 Davenport Road,
Toronto, Ontario

☐ The Silicone Story
☐ General Release—Rubber, Plastic, Tiles, Die Casting
☐ Silicones For Glass Molding
☐ Shell Molding
☐ Silicones For Release Papers

Chemical Department Products include
MOLDED AND EXTRUDED PLASTICS • GLYPTAL AND POLYESTER RESINS • CARBOLOY TOOLS • SILICONES • ALNICO MAGNETS
CANADIAN GENERAL ELECTRIC COMPANY LIMITED

Now! TCA offers ALL-FREIGHT "Flying Merchant" Service ALL-THE-WAY between these key points 5-A-WEEK.....



MON. TUES. WED. THURS. FRI.

This new transcontinental all-freight service increases TCA's freight-carrying capacity by 35%.

It supplements facilities already provided by 125 daily passenger flights — all carrying air freight — and by TCA Bristol Freighter service. The "Flying Merchant" fleet of 4-engined North Stars makes shipment by air more than ever a matter of business routine — opens new opportunities for you to give wings to your business. You will find the cost *surprisingly low.*

For instance: 65 ladies' dresses can be shipped TCA Air Freight between Toronto and Winnipeg for as little as 16¢ per garment; a shipment of 33 pairs of men's shoes for as little as 31¢ a pair. TCA ships "almost anything—anywhere". *Contact your local TCA Office. Or write (or wire collect) TCA Air Freight, International Aviation Building, Montreal.*

√ PROMPT PICK-UP √ FAST SCHEDULES √ SPEEDY DELIVERY

32 Front Street West, Toronto—EMpire 6-9471 20 King Street East, Hamilton—JAckson 8-7061

TRANS-CANADA AIR LINES
PASSENGERS AIR MAIL AIR PARCEL POST AIR EXPRESS AIR FREIGHT

THE WEEK'S QUOTATIONS

Montreal and Toronto Winnipeg, Calgary and Vancouver

Quotations here listed are the official exchange prices for listed stocks including curb market quotations. For unlisted stocks, quotations by unlisted dealers are given. The Financial Post cannot accept any responsibility for these quotations.

WEEK ENDING APRIL 29, 1955

Range 1955 High	Low	Div. R'te $	Y'ld Apr29 %	Company	Sales	Last Apr. 22	Week end. Apr. 29, 1955 H	L	Close
30½	26	‡.60	...	Abitibi	23407	30	30½	29½	30½
27	25½	1.12½	4.2	Do. 4½% pref.	375	26½	26½	26	26½
10	8½	.50	5.0	Acadia Atlan.	3070	9½	10	9½	10
106	104	5.00	4.7	Do. 5% pref.	55	105	106	106	106
23½	22	1.20	5.1	Do. (A)	630	23½	23½	23	23½
8½	7	.40	5.3	Agnew Surp.	722	7½	7½	7½	7½
10	9½	.55	5.8	Do. pref.	30	9½	10	9½	9½
2.65	1.60		...	Albt. Dist.	5850	1.85	1.95	1.80	1.95
2.15	1.50		...	Do. V.T.	3000	1.60	1.70	1.60	1.65
60½	49		...	Algoma Steel	3580	57½	58½	56½	58
26½	26	1.00	3.8	Alum. of Can. P	350	26½	26½	26½	26½
108½	106	5.25	4.9	Do. 2nd pref.	300	106½	107½	106½	106½
95	69½	▲2.20	..	Aluminium	13375	91½	95	89½	92½
42½	36½	2.00	4.8	Ang. Cdn. Pulp	1432	40½	42	40½	41½
53½	53	2.80	5.2	Do. pref.	30	53½	53½	53½	53½
50½	47	2.25	4.5	Ang. Can. Tel. p	120	50	50½	50	50½
12½	10	.60	5.1	Ang. Nfld.	12838	11½	12	11½	11½
26	21½	1.20	5.0	Anthes Imp.	105	24	25	24	24
1.25	.85		...	Arcan Corp.	12485	1.05	1.15	1.00	1.10
26	20½	‡.40	...	Argus	5230	24½	24½	24	24
127	105	4.50	3.8	Do. 4½% pref.	627	122½	122	†106½	119½
57	53	2.40	4.2	Do. 2nd pf. A	1645	56½	57	55	56½
39½	32½	1.00+*.25		Asbestos	10795	37½	39½	37	39½
99½	99½	▲4.00+‡2.00		At. T.&T.A. pf.	3	97½	99½	99½	99½
17	13½	•	...	Atlas Steels	8305	16½	17	16½	16½
9½	8½	.60+*.10		Auto Electric	150	9	9½	9	9½
40½	36½	1.00+*.20		Bk. Can. Nat.	329	38½	38½	33½	38½
46½	42½	1.20+*.20		Bk. Montreal	5246	43½	43½	42½	42½
57½	52½	1.60+‡.30		Bk. N. Scotia	1917	52½	53½	52½	53½
16	7½		...	Barcelona	1292	14½	16	14	15½
63½	58½	3.00	4.7	Bathurst Pr. A.	462	62½	63½	63	63½
53	38	‡.75	...	Do. (B)	1160	49½	49	43	48
8½	7	.40	5.7	Beatty Bros.	50	7	7	7	7
17½	16		...	Beaver Lumber n	350	17½	†17½	17½	17½
22	21½	1.00	4.5	Do. (A)	75	22	22	22	22

Range 1955 High	Low	Div. Rate $	Company	Sales	Last Apr. 22	Week Ending April 29 High	Low	Close
.32	.16	...	Aumacho	263,560	.26½	.32	.24	.29½
.18½	.11½	...	Aumaque	49,860	.16½	.16	.13	.14½
2.25	2.00	.16	Aunor	1,500	2.15	2.17	2.15	2.17
.15	.11	...	Avillabona	69,260	.13½	.13	.11½	.11½
.19	.13	...	Bagamac	18,075	.15	.15	.14	.14
.08	.03	...	Band Ore	9,000	.05	.08	.05	.08
.49	.34	...	Bankeno	23,600	.34	.43	.35	.41
.12½	.08½	...	Bankfield	22,750	.09	.10	.08	.10

Range 1955 High	Low	Div. Rate $	Company	Sales	Last Apr. 22	Week Ending April 29 High	Low	Close
.78	.60	‡.03	Leitch Gold	15,200	.65	.67	.62	.66
.25	.08½	...	Lencourt	221,250	.19	.25	.19	.23
1.10	.15	...	Lexindin	351,925	1.06	1.08	.97	1.05
.24½	.05½	...	Lingside	116,900	.17	.18	.15	.16½
.97	.61	...	Little. L.L.	14,535	.71	.75	.69	.75
.15	.04	...	Lomega	201,182	.13½	.14	.09	.10
5.15	2.95	...	Lorado Ur.	176,565	4.20	4.50	4.00	4.05
.65	.15½	...	Louvicourt	274,350	.49	.52	.42	.45
1.15	.40	...	Lyndhurst	416,100	.82	1.15	.80	1.15
.09½	.07	...	Lynx Yk.	10,700	.07½	.09	.08	.09
1.85	1.60	‡.06	Macassa	4,060	1.70	1.74	1.60	1.71
.85	.56	...	MacDonald	12,300	.78	.80	.75	.78
.22	.12	...	Macfie	29,500	.15	.15	.14	.14
.69	.39	...	Mackeno	61,401	.57	.58	.52	.52
1.84	1.30	‡.05	MacLeod	5,786	1.36	1.44	1.36	1.43
1.90	1.60	*.10	Mad. R.L.	25,975	1.73	1.90	1.73	1.88

STOCKS NOT TRADED THIS WEEK

Week Ending April 29, 1955

Company	Div. Rate $	Last sale	Apr. 29 Bid	Ask
Admiral Corp.	▲1.00	20	25	29
Amer. Cyanamid	▲2.00	50	50	54
Andian Nat.	▲.40	7	7	8
Ang. Can. Oil (Brandon)	..	12½	12	..
Ang. Scand. Inv.	..	11	..	..
Ashdown Hdwe. A	.60	12½	12½	13
Do. B	‡.30½	13½	14½	14½
Auto Electric A	.50	11	9½	..
Auto Fabric A	•	3.00	3.00	3.75
Do. B	•	1.00	.75	1.40
Bates & Innes A	1.00	10	11	13
Beaver Lumber pref.	1.40	30½	30½	..
Belding Cort.	.20+*.10	9½	8½	9½
Do. pref.	.70	13	13	14
Bickle-Seag.	..	‡.30	.45	.86
Biltmore Hats	.40	6½	6½	6½
Bird Constr.	‡2.40	40	40	..
Blue Ribbon	..	10	..	9½
Brant. Cord. A	1.00	17½	17½	17½

Company	Div. Rate $	Last sale	Apr. 29 Bid	Ask
Silknit	1.00	20	17½	20
Do. pref.	2.00	36½	..	..
Simon & Sons pref.	5.00	100	100	102
Slater N. pref.	2.12	44½	42½	48
Sov. Life 25% pd.	7%	70½	75	..
Do. 20% pd.	7%	65	..	..
St. Brands	‡1.00+*.15	†35	36½	41½
Stand. Radio A	.60	10½	10½	10½
Stanley Brock A	.60	†7½	7½	8½
Do. B	.40	5	5½	..
Sterling Trust	‡.75+.20	44	44½	47
Stowell A pref.	1.50	16½	16½	..
Do. B	..	9	4.85	..
Suez Canal Found.	..	♦203	..	..
Do. Jouissance	..	♦226	153½	..
Sun Publish. ‡Stk.+*.30		37	36½	..
Sup. Pete. com.	.80	22	22	..
Do. pref.	5.00	102	103½	104
Tamblyn 4% pref.	2.00	†52	49	52
Tip Top Can. A	.50	5	7	8½
Tip Top Tailors	.60	†16	..	17

Mining Stocks

Company	Div. Rate	Last sale	Apr. 29 Bid	Ask
Red Cloud	..	.02	.01	.02
Reeves McD.	..	1.80	1.60	..
Rice Lake	..	.02	.01	.02
Scotia Gold	..	.01½	..	..
Sigma Mines	‡.20	5.25	5.25	5.50
S. American G.	▲‡.12½	1.10	..	..
Star Lake	..	.01	.01	.02
Utica	..	.02	.01	..

OIL STOCKS

Company	Div. Rate	Last sale	Apr. 29 Bid	Ask
Aldina	..	.03	.03½	..
Coastal	..	.70	.70	..
Command	..	.75	..	..
Pan Israel	..	2.65	..	..
Quinalta	..	.35	..	.35
Share Oils	..	.05½	.05	.05½
So. West Pete.	..	.35	.36	..
Sunset	..	.36	.34	.39

▲U. S. funds. •Dividend deferred. *Paid in 1954. ‡Payable in 1955 to date. †Less than board lot.

Unlisted Mines, Oils

(By the Broker-Dealers' Ass'n of Ontario)

Approximate quotations, 3.30 p.m., May 2, subject to confirmation and change. An asterisk (*) indicates an increase in price, a dagger (†) a decrease in price.

	Bid	Ask		Bid	Ask
Abenakis	2	3	Mate Yel	4	6
Abeta	†63	68	McManus	2	4
Advance	*57	60	McCuaig	1½	2
Alexander	†8	10	Milliken	*54	57
Ama Kir	2	4	Miles RL	1	3
Anabar	13	18	Mindus	17	21
Anamaq	1	3	Mt Keno	2½	3
Anuwon	30	35	Mohawk	½	1½
Arctic	†3	5	Murmac	3	4
Beacon	5	8	Nama	*60	65
Belfast	17	21	Nat New	5	7
Bi Ore	3	5	New Aug	*9	11
Biroco	2	3	New Met	46	50
Blondor	½	3	N Rdwood	†6	9
Bl Grass	†38	42	New Wal	†3	5
Bl Rock	†200	215	Nickel L	17	20
B McDade	8	10	Nickel O	80	90
Bourlamaq	3	4	Nipiron	19	22

Mining Stocks

Oil Stocks

(Continued on next page)

Company Meetings

Date	Company	Place
May 5	Acme Gas & Oil	Toronto
May 5	Sherritt Gord. M.	Toronto
May 6	Consol. Howey G.M.	Toronto
May 6	Dom. Steel & Coal Corp.	Montreal
May 6	Int. Pet.	Toronto
May 6	Viau Ltd.	Montreal
May 7	Molybdenite Corp.	Montreal
May 9	Bridge & Tank Co. of Can.	Hamilton
May 9	Castle-Trethewey M.	Toronto
May 9	MacLeod Cockshutt G. M.	Toronto
May 9	McIntyre Porc. M.	Toronto
May 9	Teck Hughes G.M.	Toronto
May 10	Nordon Corp.	Los Angeles, Calif.
May 10	Pend Oreille M.	Spokane, Wash.
May 11	Int. Paper Co.	New York, N.Y.
May 11	Lamaque G.M.	Bourlamaque, P.Q.
May 11	North Cdn. Oils	Calgary
May 11	Pato Cons. G. D.	Vancouver
May 12	Anglo-Nfld. Dec. Co.	Grand Falls, Nfld.
May 12	Crown Life Ins.	Toronto
May 12	R. A. Mitchell Co.	Montreal
May 12	Opemiska Cop. M.	Montreal
May 13	Banff Oil Ltd.	Buffalo, N.Y.
May 13	Baska Ur. M.	Toronto
May 16	Estella M.	Vancouver
May 16	Invest. Found. Ltd.	Montreal
May 18	Allied Am. Mut. Fire Ins.	Boston
May 18	American Mut. Liab. Ins. Co.	Boston
May 18	Inter-City Baking	Montreal
May 19	Central Explor.	Toronto
May 20	Gen. Motors Corp.	New Castle, Del.
May 25	Jam. Pub. Serv. Co.	Montreal
Jun. 3	Dom. Coal Co. Ltd.	Montreal
Jun. 15	Sylvanite G. M.	Kirkland Lake

Significant Investors' Index Numbers

Government Bonds

(Supplied by Investment Dealers' Assoc. of Canada)

Grand Trunk Pacific Rly.:			
3 Jan. 1962	...	*102½	103
4 Jan. 1962	...	*108	109

Nova Scotia:			
4½ Nov. 1960	..	♦107	109
5 Mar 1960	..	♦109	111
3½ June 1963/65		100	101
3 June 1956/58		99½	100½
2¾ June 1965/68		94½	95½

5 Aug. 1958	...	105	107
4½ Mar. 1960	..	♦107	109
5 Dec. 1959	..	♦109	111
3 Mar. 1963	..	97½	99
3½ Nov. 1960/62		98½	100
3½ Oct. 1962/65		100½	102½
Newfoundland:			
4½ July 1964	...	105	106

*Payable Can., N.Y. or £.

♦Payable Can. or N.Y. †Callable on or after Sept. 15, 1966.

Bond Redemptions

Bond Issues	Rate	Year	Date	Cal. Pr.
*Auco of Canada Ltd., 15 yr. s.f. debs., ser. A	5½%	'68	May 20	$104.00
♦♦Fahralloy Co. Ltd. 1st mtge. s.f. ser. A	5½%	'68	May 16	$103.60
♦♦Fahralloy Can. Ltd. 1st mtge. s.f. ser. A	5½%	'68	May 16	$100.00
■■Hughes-Owens Co. (Ltd.) s.f. deb. ser. A	5½%	'68	May 16	$101.75
▲▲Industrial Accept. Corp. Ltd., s.f. debs.	5%	'71	May 5	$102.00
*Pathfinder Pet. ser. A deb. 1%-5%		'62	May 25	$100.00
••Simpsons-Sears Ltd., 1st mtge. bds. ser A	4½%	'73	May 5	$102.125
■■Union Accept. Corp. Ltd., s.f. sec. notes ser. A	5½%	'68	May 24	$102.15
*United Steel Corp. Ltd. 1st mtge. serl bds.	3½%	'55	May 10	$103.00
*United Steel Corp. Ltd. 1st mtge. s.f. bds.	4%	'60	May 10	$103.00

▲▲$242,000. •$80,000.
*All outstanding. ♦♦$60,000.
■■$19,500.

Stock Redemptions

Company:	Rate	Date	Price
■Can. Safeway Ltd. pf. 1st ser.	5%	Jun. 1	102.25
*Cdn. Pwr. & Pap. Sec. Ltd., cum. red. conv. pfd. ($50 par)	5%	May 31	†$52.50
*United Steel Corp. Ltd. Cl. A pfd. ($25 par)	6%	May 6	$26.50

■880 shs.
*All outstanding.
†Plus accrued divd.

Commodities

	Latest Week	Previous week	Same week last yr.
Cattle	$19.70	$19.50	$18.57
Hogs	23.68	23.57	34.50
Copper, lb.	.36	.36	.29¾
Sugar, raw, lb.	.0525	.0530	.0585
Coffee, lb.	.56	.57½	.54¾
Hides	.14	.14½	.19½
Weekly Commodity Indices			
Dow Jones	156.46	155.78	180.38
U. S. Labor	110.3	110.5	111.3
Monthly Commodity Indices			
Canada (D.B.S.)			
Retail (Mar.)†	116.0	116.3	115.5
W'sale (Feb.)	217.4	215.7	219.0
C. F'm Pro. (Feb.)	206.1	206.5	212.3
U. S. (Jan.)	110.2	109.5	110.8
Gt. Brit. (Jan.)	337.5	■335.7	325.8

Note: †Cost-of-Living Index Revised to the Base of 1949=100.

■Revised.

Base of price quotations is as follows: Cattle-Steers, good up to 1,000 lb., to price Toronto, Copper-electrotype, New York Coffee No. 4 Santos; Spot Raw Sugar 96 degrees centrifugal c.i.f.

Municipal Bonds

May 3, 1955

	Coup. %	Matur.	Bid. $	Ask. $	Yld. %
Calgary	3½	'69	96½	98½	3.60
Edmonton	3½	'69	96½	98½	3.60
Halifax	3½	'66	95½	97½	3.75
Hamilton	3	'67	93	95	3.50
Montreal	3	'70	90	92	3.65
Moose Jaw	3½	'60	97½	99½	3.55
Ottawa	3¼	'68	98½	100½	3.20
Regina	3	'64	92½	94½	3.60
S. J'hn N.B.	3½	'65	95½	97½	3.80
Toronto	3	'68	93½	95½	3.40
Vancouver	3¾	'69	99	102	3.75
Victoria	3¾	'68	98	100	3.75
Windsor	2¾	'75	77	79	4.25
Windsor	2½	'75	73½	75½	4.25
Windsor	3½	'75	87½	89½	4.25
Winnipeg	3	'69	93½	95½	3.40

Oil Stocks (Continued)

1.35	.98	...	Bralsaman	2,800	1.02	1.02	1.00	1.02
3.85	2.55	...	Britalta	12,850	2.80	2.85	2.60	2.60
.09½	.05	...	Br. Peto.	5,500	.05½	.05½	.05	.05½
.80	.60	...	Calalta	31,650	.69	.70	.60	.68
16.75	14.12½	.10	Calg. & Ed.	3,684	14.75	15.00	14.62½	14.75
.29	.13½	...	Calnorth	7,400	.22	.22	.17	.17
6.50	4.90	...	Calvan	5,962	4.90	5.50	5.00	5.50
4.75	3.15	...	C. Oil Lands	22,100	3.60	4.20	3.60	4.00
2.75	2.00	...	Do. warr.	975	2.35	2.35	2.25	2.25

2.10	1.69	...	Nat. Pet.					
1.55	1.08	...	N. Bristol					
3.15	2.10	...	N. British					
.75	.50	...	N. Concord					
.55	.43	...	N. Cont.					
.25	.14	...	N. Davies					
.13	.09	...	N. Devon					
.09½	.04½	...	N. Pacalta					
.10	.06	...	New Ranch.					

...	Trican Petro.	10,400	.49	.65	.50	.65
...	Tri-Tor	26,780	.59	.61	.56	.59
...	Tri-Zone	1,000	.10	.09½	.09½	.09½
...	Turner V.	500	.28	.25	.25	.25
...	Un. Oils	108,735	1.20	1.40	1.18	1.35
...	Vanalta	1,600	.20½	.22	.19	.22
...	Van Tor	97,500	.50	.62	.50	.62
...	Vulcan	1,510	.40	.40	.30	.40
...	W'burne	20,060	.73	.75	.72	.73
...	W. Ashley	32,050	.16	.17	.15	.16
...	W. L'holds	3,450	5.75	5.75	5.40	5.50
...	W. Maygill	1,000	1.80	1.70	1.65	1.65
...	W. Warner	1,000	.13	.12	.12	.12
...	Wilrich	53,850	.67	.77	.67	.77
...	Y'ke Can.	101,500	.13½	.16½	.09½	.13
...	Y'ke Princ.	17,200	.59	.63	.58	.62
...	York Oils	2,500	.08	.09½	.08	.09½

♦Div. deferred. ♦♦Initial. *Paid in 1954. in 1955 to date. †Less than board lot.

Dividends Declared

Corporation Bonds

(Supplied by Investment Dealers' Association of Canada)

May 3, 1955

CONVERTIBLE ISSUES

Dividends Declared—cont.

*The ex-dividend date is usually at least two full business days prior to the record date.

‡Including 25c for 1st quarter, 25c for 2nd ended Feb. 28/55, May 31/55.

♦For quarter ended Jun. 30, 1955.

■Initial for period from Mar. 17 to Jun. 30.

▲Initial.

Volume of Stock Sales

VOLUME OF STOCK SALES

	Montreal	Toronto	Calgary	Vancouver	New York
May 2	1,077,200	7,435,000	......	......	2,950,000
Apr. 29	1,257,100	7,444,000	......	272,131	2,920,000
Apr. 28	1,231,300	6,505,000	300,670	161,170	3,290,000
Apr. 27	2,012,500	7,967,000	264,215	212,853	3,520,000
Apr. 26	1,660,000	7,717,000	247,506	241,097	3,560,000

New Highs and Lows

During the week ended April 30, 64 new highs and 14 new lows were recorded among the general stocks in Canadian stock exchanges. In the mining group there were 65 new highs and eight new lows. In Western oils there were 11 new highs and 10 new lows.

GENERAL

New Highs—1955

Abitibi	Jam. Pub. Ser.
Aluminium	MacMill. & Blo. B
Ang. Can. Tel. pf.	Mailman c.c. pfd.
Asbestos	Massey-Harris pfd.
Atlas Steels	McColl Fron.
Barcelona	Mid Pac. Grain
Bathurst Pr. A	Midwest Ind.
Building Prod.	Moore Corp.
Cdn. Bronze pf	Nat. Drug pfd.
Cdn Oil	Nat. Grocers
Do Warr	North Star Oil
Cdn Petrofina pf	Do. Warr.
Cdn Tire	Ogilvie Flour
Chrysler Corp	Ont. Jockey Club
Comb Enter	Do. 6% pfd.
Cons. Bakeries	Penman's
Cons Paper	Powell River
Corbys B	Pressed Metals
Crown Zeller	Price Bros.
Dom Dairies pfd	Rolland Pap.
Donnell & Mudge A	Shawinigan Pr.
Fed Grain	Sher. Williams
Fleet Mfg	Sicks Brew.
Fraser Cos.	Sidney Roofing A
Gulf Oil	Southam
Howard Smith Pap	Steel of Can.
Hydro Electric	Taylor Pearson
Inland Cem pfd.	Third Cdn. G. I.
Int Metal Ind A	Thrift Stores
Int Util	Tor. Gen. Tr.
Do. pfd.	United Grain A
Interp. Bld. Cre.	Waterous Eqp.

New Lows—1955

Bk. of Montreal	Hayes Steel
Bk. of N. Scotia	Int. Pete.
Brazilian Tr.	Simon & Sons

MINING

New Highs—1955

New Lows—1955

OILS

New Highs—1955

New Lows—1955

Unlisted Stocks

(Compiled by Intercity Securities Corporation Limited Toronto)

May 2, 1955

	Bid	Asked
Prudential Trust	16.00	....
Reliance Pete A & B	21.50	....
Do. pfd	42.00	....
Ritchie Cut Stone pfd.	13.25	....
R. Hones-Whitman pfd.	20.50	....
Royal Oak Dairy B	2.75	....
Sawyer Massey com.	3.25	4.50
Sincennes McNaugh. Line	3.25	....
Skyway Drive-In Theatre	1.25	2.00
Sovereign Life 25% pd.	75.00	....
Standard Fuel pfd. Div. $2.25	35.00	37.00
Do. com	1.75	2.75
Summit Golf	18.00	24.00
Sun Life Assce.	295.00	300.00
Toronto & Lon. Inv.	2.20	2.50
Teleflex Ltd. com.	8.00	....
United Can. Shs.	16.50	....
Universal Cooler pfd.	94.00	....
Waterloo Mfg.	8.25	8.75
Waterloo Trust	27.50	....
West. Assurance com.	140.00	160.00
Wood Alexander 6% pfd.	86.00	....

Investment Trusts

	Divd. pd.▲ cents	Bid $	Ask $
All-Can. Comp. Fund	......	4.03	4.38
All-Can. Div. Fund	7.25	3.95	4.29
Balanced Mut.	3(15)	4.90	5.38
Can. Invest. Fund	15(29)	8.06	8.85
Canafund	(110)	30.67	33.58
Com'wealth Inter.	16(26)	7.01	7.70
Corporate Inv.	12.75(26.5)	7.75	8.42
Diversified Inc. shs. B	6(10)	3.55	3.80
Dom. Equity Inv.	(40)	...	...
Grouped Inc.	10.5(22.5)	6.25	7.36
Inter-Amer.	......	10.84	11.91
Investors Mut.	14(29)	8.72	9.42
Leverage Fund	8(20)	5.14	5.65
Mut. Ac. F.	5.9(22.546)	5.53	6.00
Mutual Income	10.9(18.20)	4.71	5.12
Resources of Can.	6(10)	6.64	7.00
Sup'vised Amer.	(6)	5.73	*5.79
Sup'vised Executive		30.24	31.54
Sup'vised Gr'th Fund	4.5+Stk.	2.36	2.38
Sup'vised Inc. Fund	22+Stk.	4.34	4.38
Timed Invest.	(20)	†5.25	*5.25
Trans-Can. A	(75.4)	23.70	...
Do. B	50.8(78.6)	25.00	...
Do. C	9.6(15.6)	5.15	5.50

†Less or (*) plus stock exchange commission.

▲Paid or payable in 1955; total paid in 1954 in brackets.

Eaton's Completes 10-Province Chain

Eaton's has added the completing link to its trans-Canada chain of major retail outlets. A new store, opened in Charlottetown last week, was the firm's first in Prince Edward Island and took them into all ten provinces on a major scale.

Costing over a million dollars, the new store has 57,000 sq. ft. spread over four selling floors. Building was constructed by Anglin-Norcross, Maritimes Ltd.

Located on Kent St., in the heart of the city, it has a staff of 110, aims to serve the city's 16,000 population and the surrounding area.

This is Eaton's 58th major department store.

Record of Financing

Sales by Municipalities, Provincial and Dominion Governments. Offerings of Corporation and Foreign Securities.

DOMINION

Government of Canada Treasury Bills—Due July 29, 1955, and Jan. 27, 1956, $55,000,000. Issued Apr. 28, 1955. Sold at $99.690 to yield 1.25% and $98.878 to yield 1.52%.

Government of Canada Treasury Notes—Due Nov. 1, 1955, $675,000,000. Dated May 2, 1955. Sold to Bank of Canada at par to yield 1.3/8% per annum.

PROVINCIAL

Province of Newfoundland—3¾%, sinking fund debentures, to mature June 1, 1976, $16,000,000. Dated June 1, 1955. Offered at $100.00 and accrued interest by Nesbitt, Thomson and Company, Limited, Dominion Securities Corpn. Limited, Harris & Partners Limited, A. E. Ames & Co. Limited, Greenshields & Co. Inc., Cochran, Murray & Co. Limited, James Richardson & Sons, Midland Securities Corpn. Limited, Burns Bros. & Denton Limited, Stanbury & Company Limited, Gairdner & Company Limited, Cornell, Macgillivray Limited and Parsons and Landrigan Limited.

MUNICIPAL

Town of Aurora, Ontario — 4% debentures, due May 1, 1956-75, $101,250. Issued Apr. 5, 1955. Sold at $100.81 to Harrison & Co. Limited.

Town of Burlington Roman Catholic Separate School, Ontario — 4½% debentures, due Apr. 15, 1956-75, $80,000. Issued Apr. 14, 1955. Sold at $100.00 to Bell, Gouinlock & Co. Limited.

Greater Nanaimo Water District, B.C. — 3¾% debentures, due Mar. 1, 1957-81, $1,200,000. Issued Apr. 18, 1955. Sold at $96.868 to A. E. Ames & Co. Limited, Bank of Montreal, Dawson, Hannaford Limited and T. B. Read Co. Limited.

Town of L'Abord-A-Plouffe, P.Q. — 3% and 4% debentures, due May 1, 1956-65-70, $602,000. Issued Apr. 18, 1955. Sold at $95.13 to L. G. Beaubien & Co. Limited, Banque Provinciale de Canada, Garneau, Boulanger Limited, J. E. Laflamme Limited, La Corporation de Prets de Quebec and Grenier, Ruel & Co.

School Commission of St. Armand West, P. Q. — 3%, 3½% and 4% debentures, due Apr. 1, 1956-58-65-75, $71,000. Issued Apr. 18, 1955. Sold at $98.89 to Rene T. Leclerc, Inc.

Parish of St. Fereol, P.Q. — 3% and 4% debentures, due May 1, 1956-65-75, $40,000. Issued Apr. 18, 1955. Sold at $96.57 to Gaston Laurent, Inc.

Protestant School Commission of Lake of Two Mountains, P.Q. — 3%, 4% and 4½% debentures, due May 1, 1856-60-65-75, $259,000. Issued Apr. 19, 1955. Sold at $98.26 to Rene T. Leclerc, Inc.

School Commission of Wendover and Simpson, P.Q. — 3% and 4% debentures, due May 1, 1956-58-70, $40,000. Issued Apr. 19, 1955. Sold at $99.00 to Caisse Populaire de St. Cyrille-de-Wendover.

School Commission of L'Ile Dizard, P.Q. —3% and 3½% debentures, due Apr. 1, 1956-58-75, $165,000. Issued Apr. 20, 1955. Sold at $96.67 to Gaston Laurent, Inc.

School Commission of Village of Riviere-des-Prairies, P.Q. — 3½% debentures, due May 1, 1956-65, $50,000. Issued Apr. 20, 1955. Sold at $98.20 to Desjardins, Couture, Inc.

School Commission of Town of Matane, P.Q. — 3%, 3½% and 4% debentures, due Apr. 1, 1956-59-65-75, $200,000. Issued Apr. 12, 1955. Sold at $97.95 to Banque Canadienne Nationale and Florido Matteau.

School Commission of Town of St. Joseph-de-Grantham, P.Q. — 3% and 3½% debentures, due May 1, 1956-63-75, $280,000. Issued Apr. 12, 1955. Sold at $96.04 to McNeil, Mantha, Inc. and Banque Provinciale de Canada.

Town of St. Martin, P.Q. — 3% and 4% debentures, due Feb. 1, 1956-65-75, $1,210,500. Issued Apr. 12, 1955. Sold at $96.19 to Rene T. Leclerc, Inc., Dominion Securities Corpn. Limited and Nesbitt, Thomson & Co. Limited.

City of Prince Albert, Sask.—5% serial debentures, due Apr. 1, 1956-75 and Apr. 1, 1956-85, $500,000. Issued Feb. 28, 1955. Sold privately to James Richardson & Sons.

Estevan School Unit No. 2, Sask.—4¾% serial debentures, due Apr. 15, 1956-70, $50,000. Issued Mar. 30, 1955. Sold privately to James Richardson & Sons.

City of Weyburn, Sask.—4½% debentures, due May 15, 1956-70, $120,000. Issued Apr. 14, 1955. Sold privately to Bell, Gouinlock & Co. Limited.

Roman Catholic Separate Schools for the City of Chatham, Ontario—4% debentures, due May 16, 1956-75, $188,000. Issued Apr. 14, 1955. Sold at $100.677 to J. L. Graham & Co. Limited.

United Counties of Northumberland and Durham, Ontario — 3¾% debentures, due June 15, 1956-75, $235,000. Issued Apr. 14, 1955. Sold at $100.20 to Equitable Securities Canada Limited and syndicate.

Roman Catholic Separate School Section One and Two for the Township of Widdifield, Ontario — 5½% debentures, due May 15, 1956-75, $80,000. Issued Apr. 14, 1955. Sold at $100.00 to Bell, Gouinlock & Co. Limited.

Separate Schools for the Township of Delaware, Ontario — 4½% debentures, due June 1, 1956-75, $39,000. Issued Apr. 14, 1955. Sold at $98.00 to Isard Robertson & Co. Limited.

Board of School Trustees for the City of Moncton, N.B. — 3% and 3¾% debentures, due May 15, 1956-75, $95,000. Issued Apr. 14, 1955. Sold at $99.039 to Nesbitt Thomson & Co. Limited and syndicate.

Sturgeon Creek School District, Man. — 4½% debentures, due Dec. 1, 1955-69, $36,000. Issued Apr. 15, 1955. Sold at $101.51 to Osler Hammond.

St. Catharines Separate School Board, Ontario — 4% 1-20 year debentures, $111,000. Issued Apr. 18, 1955. Sold at $101.00 to Anderson & Co. Ltd.

Roman Catholic Separate School for the City of London, Ontario — 4% debentures, due May 1, 1956-75, $250,000. Issued Apr. 20, 1955. Sold at $101.864 to Nesbitt Thomson & Co. Limited and syndicate.

Town of Dunnville, Ontario — 4% debentures, due May 15, 1956-75, $174,026.16. Issued Apr. 21, 1955. Sold at $103.849 to Gairdner & Co. Limited and syndicate.

CORPORATE

Nova Scotia Light and Power Company, Limited — 4% first mortgage sinking fund bonds, to mature May 1, 1975, $4,000,000. Dated May 1, 1955. Sold at $101.38 and accrued interest to Royal Securities Corporation Limited.

G. Tamblyn, Limited — 3¾% serial debentures, series "A" and 4%, sinking fund debentures, series "A", to mature Apr. 1, 1956-65 and Apr. 1, 1975, $1,000,000. Issued Apr. 26, 1955. Offered by Cochran, Murray & Co., Limited.

The Commercial Acceptance Corporation Limited — 3½%, 4% and 4½% debentures, due Mar. 1, 1956-65, $500,000. Issued Apr. 12, 1955. Offered at $100.00 by Savard & Hart Inc.

Maritime Telegraph and Telephone Company Limited — 3¾% series "I" first mortgage bonds, to mature May 1, 1975, $3,000,000. Dated May 1, 1955. Sold privately to W. C. Pitfield & Company Limited and Wood, Gundy & Company Limited.

COMMON

Halton & Peel Trust & Savings Company — 75,000 shares (par value $10.00 per share). Offered at $11.00 per share by Midland Securities Corpn. Limited, Goulding Rose & Co. Limited and H. B. Housser & Co.

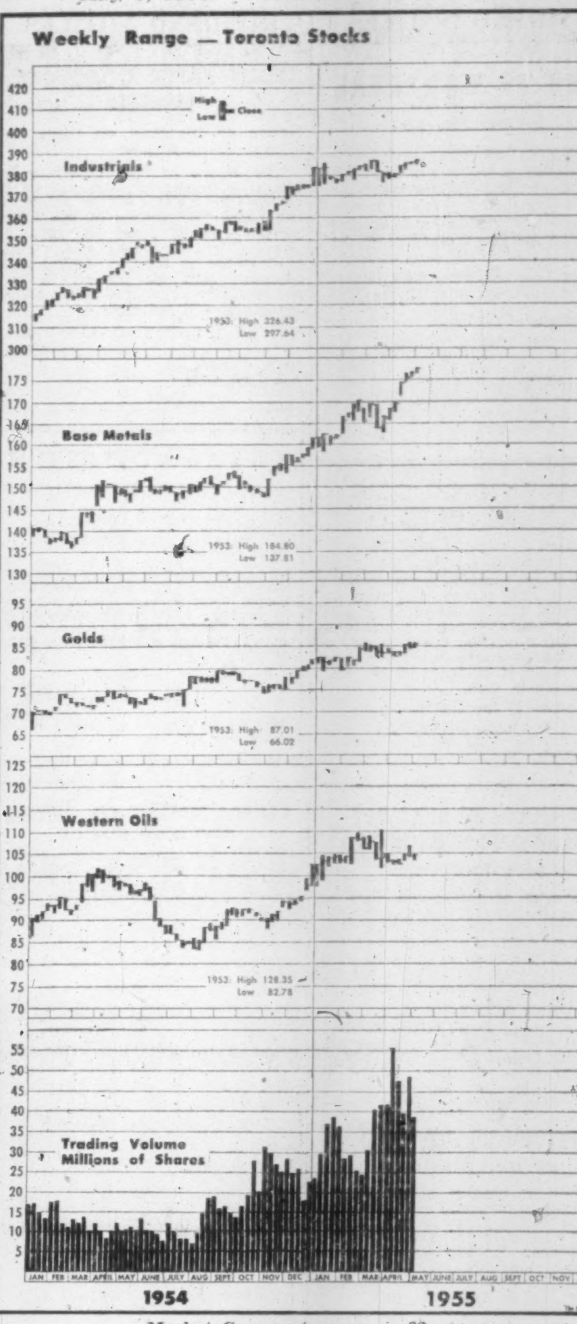
Bond Tenders

5 p.m., May 9, 1955, City of Halifax, Nova Scotia. 1-20 year loan, $1,500,000. Dated Apr. 26, 1955.

WHY THEY'RE SWITCHING FROM STOCKS TO COMMODITIES

The gold rush is on. Stock traders find commodities offer greater money-making opportunities. How do you do it? Commodity Trend Service shows you . . . with 1) full coverage of all U. S. and Canada futures markets; 2) suggests when to buy, sell and at what price; 3) advises exact price to place stop-loss orders. Based on successful forecasting system. Send for FREE current bulletin now.

COMMODITY TREND SERVICE
136-31 Roosevelt Avenue, Flushing 54, (N. Y. C.) N.Y.
Tel.: INdependence 1-7779



Market Comments on page 32

OILWEEK
THE OIL INDUSTRY'S NEWS MAGAZINE
If it's not in OILWEEK, it hasn't happened yet!
No ordinary trade journal, but it costs very little more.
Most top oil executives paid $47.00 a year for this coverage until recently. Now it's yours for $8.00 a year. ($10.00 U.S.A.).
Subscribe Now
Oilweek,
512A - 7th Street West,
Calgary, Alberta.
Please enter my subscription to OILWEEK for one year.
Ordinary mail
☐ Canada $8.00
☐ U. S. A. $10.00
☐ Please send free copy.
Airmail
☐ Canada $16.00
☐ U. S. A. $20.00
(Signed) ....
(Address) ....

J. E. GRASETT & CO.
MEMBERS THE TORONTO STOCK EXCHANGE
EMpire 8-4781
244 Bay Street — Toronto
2831 Dundas St W. — RO. 9-1167
(at Mavety Street)

J. BRADLEY STREIT & CO.
MEMBERS:
The Toronto Stock Exchange
Canadian Stock Exchange
Calgary Stock Exchange
Winnipeg Grain Exchange
Edmonton Stock Exchange
66 King St. W. EMpire 8-4831
TORONTO, ONTARIO

Norris, Allen Limited
Members
The Toronto Stock Exchange
The Investment Dealers' Association of Canada
200 BAY STREET ★ TORONTO, CANADA
Telephone: Empire 8-4731
Branch Offices
Kingston, Ontario London, England
PRESIDENT Bruce A. Norris
VICE-PRESIDENT John C. L. Allen
DIRECTORS
F. A. Rose G. D. Adams R. Paynter
J. V. Brooks P. K. Hanley G. M. Mitchiner
Douglas McVittie, Philip H. Hawker
Christopher Wahlroth, Jr., Arthur W. Strickland
Richard A. Mothersill

DIVIDEND NOTICES

BANK OF MONTREAL
ESTABLISHED 1817
DIVIDEND No 369

NOTICE is hereby given that a DIVIDEND at the rate of THIRTY CENTS per fully paid share upon the paid-up Capital Stock of this Institution has been declared for the current quarter, payable on and after WEDNESDAY, the FIRST day of JUNE next, to Shareholders of record at the close of business on the 30th day of APRIL 1955.

By Order of the Board.
ARTHUR C. JENSEN,
General Manager.

Montreal, 19 April, 1955.

SAN ANTONIO GOLD MINES LIMITED
(No Personal Liability)
DIVIDEND NO. 43

Notice is hereby given that a dividend of 3c a share has been declared on the outstanding capital stock of the Company, payable in Canadian funds, on the 25th day of May, 1955, to shareholders of record at the close of business on the 25th day of April, 1955.

By order of the Board.
L. D. DAVIES,
Assistant Secretary.

April 15th, 1955.

CONSOLIDATED DISCOVERY YELLOWKNIFE MINES LIMITED
DIVIDEND NO. 3

Notice is hereby given that an interim dividend of Ten Cents (10c) per share, in Canadian Funds, on the issued Capital Stock of the Company will be paid on June 15, 1955, to shareholders of record at the close of business May 31, 1955.

By Order of the Board,
D. S. HAMILTON,
Secretary.

Toronto, Ontario.
April 27, 1955.

FITTINGS LIMITED
DIVIDEND NOTICE

Notice is hereby given that a semi-annual dividend of thirty cents (30c) per share has been declared on the outstanding Convertible Class "A" Shares, No Par Value, of the Company, payable July 1st, 1955, to shareholders of record at the close of business on June 7th, 1955.

By order of the Board.
D. D. STORIE,
Secretary-Treasurer.

Oshawa, Ontario.
April 14th, 1955.

GREAT WEST COAL COMPANY, LIMITED
DIVIDEND NOTICE

Notice is hereby given that a quarterly dividend of twelve and one-half cents (12½c) per share on the outstanding Class "A" shares of the Company has been declared payable on May 16th, 1955, to shareholders on record at the close of business on April 30th, 1955.

By order of the Board.
T. L. MATHIE,
Secretary-Treasurer.

Brandon, Manitoba,
April 19th, 1955.

GREAT WEST COAL COMPANY, LIMITED
DIVIDEND NOTICE

Notice is hereby given that a dividend of twelve and one-half cents (12½c) per share on the outstanding Class "B" shares of the Company has been declared payable on May 16th, 1955, to shareholders on record at the close of business on April 30th, 1955.

By order of the Board.
T. L. MATHIE,
Secretary-Treasurer.

Brandon, Manitoba,
April 22, 1955.

DOMINION AND ANGLO INVESTMENT CORPORATION
Limited

The 109th regular Quarterly Dividend of $1.25 on the 5% Preferred Shares has been declared payable June 1st to Shareholders of record May 13th, 1955.

Dividends of $8.00 regular and $6.00 extra on the Common shares have been declared payable April 29th to Shareholders of record April 22nd, 1955.

By Order of the Board.
H. C. ANDREAE,
Secretary.

Toronto, April 20th, 1955.

POWELL RIVER COMPANY LIMITED
NOTICE OF DIVIDEND NO. 42A

At a meeting of the Board of Directors held on the 19th April, 1955, a quarterly dividend of thirty cents (30c) per share and an extra dividend of thirty cents (30c) per share were declared payable on the issued shares of the Company in Canadian Funds on the 15th of June, 1955, to shareholders of record as of the 16th May, 1955, and to holders of share warrants.

Said dividends will be paid at par in respect of the shares specified in any bearer share warrant of the Company upon presentation and delivery of Coupon No. 42A, on or after 15th June, 1955, at any branch of the Bank of Montreal in Canada (far northern points excepted) or at the offices of Agency, Bank of Montreal, New York, or Bank of Montreal (San Francisco), San Francisco, or at the First National Bank of Chicago, Chicago, Ill.

By Order of the Board.
JAMES H. LAWSON,
Secretary.

Vancouver 2, B.C.,
April 19, 1955.

DIVIDEND NOTICES

EDDY PAPER COMPANY LIMITED
Notice of Dividend on Class "A" Shares

The Board of Directors has declared a quarterly dividend of 25 cents ($.25) a share on the outstanding Class "A" shares of the Company, payable June 15, 1955, to shareholders of record at the close of business on May 16. Cheques in payment will be mailed to the shareholders of record. Stock transfer books will not close.

R. F. CALDWELL,
Secretary.

Hull, Canada,
April 26, 1955.

KERR-ADDISON GOLD MINES LIMITED
(No Personal Liability)
INTERIM DIVIDEND NO. 78

Notice is hereby given that an interim dividend of twenty cents per share has been declared on the issued capital stock of the company, payable in Canadian funds on Thursday, June 30th, to shareholders of record at the close of business on Tuesday, May 31st, 1955.

By Order of the Board,
G. A. CAVIN,
Secretary.

Toronto, Ontario,
April 26th, 1955.

CANADA MALTING CO., LIMITED
DIVIDEND NOTICE

NOTICE is hereby given that a dividend of Fifty Cents (50c) per share and a bonus of Fifty Cents (50c) per share have been declared on the no par value stock of the Company, payable June 15, 1955, to Shareholders of record at the close of business on the 13th Day of May, 1955.

Share Warrant Holders will present Coupon Serial No. 110, covering the above dividend and bonus, to The Royal Bank of Canada, MONTREAL, TORONTO, WINNIPEG and CALGARY on and after June 15, 1955.

By Order of the Board.
GEORGE J. WILLIAMS,
Secretary.

Dated at Toronto,
April 26, 1955.

LOBLAW GROCETERIAS CO. LIMITED

Notice is hereby given that a quarterly dividend of 37½ cents per share on the Class "A" shares and a quarterly dividend of 37½ cents per share on the Class "B" shares of the Company have been declared for the quarter ending May 31, 1955, payable on the 1st day of June, 1955, to shareholders of record at the close of business on the 4th day of May, 1955. The transfer books will not be closed. Payment will be made in Canadian funds.

By Order of the Board.
R. G. MEECH,
Secretary.

Toronto, April 27, 1955.

THE BRITISH AMERICAN OIL COMPANY LIMITED
DIVIDEND NOTICE

NOTICE is hereby given that a dividend of twenty-one and one-quarter cents (21¼c) per share for the second quarter ending June 30th, 1955, (being at the rate of eighty-five cents per share per annum), has been declared on the No Par Value Common Stock of the Company. The above dividend is payable in Canadian Funds, July 2nd, 1955, to Shareholders of record at the close of business on the 3rd day of June, 1955.

R. DONELLAN,
Secretary.

DATED at Toronto, April 27th, 1955.

THE SHAWINIGAN WATER AND POWER COMPANY

NOTICE is hereby given that a dividend of fifty cents (50c) per share on the Series "A" 4% Cumulative Redeemable Preferred Shares and a dividend of fifty-six and one quarter cents (56¼c) on the Series "B" 4½% Cumulative Redeemable Preferred Shares of the Company have been declared for the quarter ending June 30, 1955, payable July 2, 1955, to shareholders of record June 2, 1955.

By Order of the Board.
R. R. MERIFIELD,
Secretary.

Montreal, April 25, 1955.

CANADIAN BREWERIES LIMITED
NOTICE OF DIVIDENDS

Notice is hereby given that the board of directors has declared the following dividends:

1. A dividend of 36.4 cents per share on the outstanding $1.25 Cumulative Convertible Preference Shares of the Par Value of $25 each in the capital stock of the Company payable on July 1, 1955 to shareholders of record at the close of business on May 31, 1955, such dividend being in respect of the period from March 17, 1955 to June 30, 1955.

2. A quarterly dividend of 31¼ cents per share on the outstanding common shares without par value in the capital stock of the Company payable on July 1, 1955 to shareholders of record at the close of business on May 31, 1955.

By Order of the Board.
W. E. Drewry,
Secretary.

April 25, 1955.

Market Comment

What stocks and bonds are doing and what prominent observers say

A noticeably stronger tone has come into a dozen or so key Canadian industrial stocks in the past week. The issues are not confined to any one group but embrace a broad segment of Canadian industry — steels, papers, metals, utilities, etc. This may be the beginning of what market experts feel is a long overdue movement in many Canadian industrial stocks.

Mining markets ran out of steam this past week, partly through a seasonal drying up of news from the mining camps. But the mere fact that volume was dropping substantially on the somewhat easier prices suggest that the quiet spell could be only a temporary affair. Never before have so many drills been active across Canada and this alone promises a stepped-up flow of news from the outlying mining areas.

* * *

H. J. KNIGHT: Walwyn, Fisher & Co. (Toronto)

For some months now we have witnessed a quiet but firm government and corporation bond market, with very few new issues appearing. In the last few weeks, however, several new issues have been offered publicly and have been rapidly over-subscribed. This has tended to strengthen prices with the resulting decrease in yields. It is anticipated that the Federal Government may be borrowing in the not-too-distant future, which should provide a basis for the near-term trend.

To this observer, there has been some indication of hardening interest rates in the short-term money market recently and it is thought not unlikely that this may spread to the longer term maturities later, with the resultant leveling off in prices and possibly a slight increase in yields.

In New York we have witnessed, during the last few weeks, an upward break-out of a three-months' consolidation confined approximately between 420-390 in the Dow Jones industrial index. While the volume on this latest move has not been impressive, it is expected that it will increase as the indices move higher.

A significant and perhaps reassuring factor is the way in which the market has consolidated from time to time during the long upward move. While so-called "trading swings" may become more pronounced, it is thought likely that the index will move higher in the near future. Selected groups will probably out-perform the averages.

The Toronto market by comparison, has been somewhat laggard in terms of the industrials. These appear to be ready to break through their former high of approximately 387 T.S.E. and headed for higher ground. Here again it is expected that selected groups or certain growth stocks will be primarily responsible in strengthening the indices.

Excepting in the low-priced speculative stocks, there is little evidence of distribution in the market and while this observer believes certain stocks may be fully priced at the moment, there are many still which appear to have good upward potentials.

* * *

E. S. MILES: Burns Bros. & Co. (Toronto)

The general level of stock prices has been rising persistently and almost irresistibly since the autumn of 1953. In retrospect the major causes would appear to have been (1) decline in interest rates (2) improvement in dividend disbursements (3) growing confidence in the business outlook.

What are the implications of these factors today? The level of interest rates appears to have stabilized — and in fact some firming has occurred recently in the United States. Further improvement can be looked for in dividend disbursements in many instances. Investor confidence in the continued business health of the country appears unabated.

There is no evidence that the long-term upward trend of stock prices is near an end. However, from a shorter-term viewpoint many stocks appear somewhat more vulnerable to adverse news than at any time in the past 18 months.

A policy of partial profit-taking and reinvestment in less vulnerable situations would appear to be the wise course in today's market.

* * *

OPPENHEIMER, VANDEN BROECK & CO. (New York, N.Y.)

The economic upsurge of this nation shows no sign of faltering. Capital spending forecasts had to be completely revised as industry is planning record spending for 1955, and plans for 1956 and later are still bigger. Under these circumstances, it looks as if this year might beat the record year of 1953 in spite of substantially lower defense spending. In other words, civilian economy is at an absolute peak with no signs of slackening—whereas defense spending has dropped sharply during the last few years. This is very encouraging and forms the basis for the prevailing optimism.

In some districts steel operations are above 100% capacity, a far cry from where they were a year ago. There is no doubt that second quarter economic activity will be excellent and estimates for the third and fourth quarter have been revised upward. Predictions of an automobile strike and a possible steel strike have become much less positive, and it appears that an agreement might be reached between these industries and labor without resort to a strike.

DIVIDEND NOTICES

Northern Quebec Power Company Limited

The Board of Directors has declared the following dividend:

5½% First Cumulative Preferred Stock

No. 5, Quarterly, 69c per share, payable June 15th, 1955 to holders of record at the close of business on May 25th, 1955.

V. J. NIXON,
Secretary.

Montreal, April 26th, 1955.

CANADA STEAMSHIP LINES LIMITED

A dividend of Thirty-one and one quarter Cents ($0.31¼) per share on the preference shares of Canada Steamship Lines Limited was declared payable July 2nd, 1955, to shareholders of record June 1st, 1955.

Dated at Montreal this 2nd day of May, 1955.

G. L. COLE,
Secretary-Treasurer.

Auto Electric Service Company, Limited

Notice is hereby given that Dividend #33 of 12½ cents per share on the Class "A" shares of the Company and Dividend #30 of 15 cents per share upon the no par value Common shares have been declared payable on and after the 15th day of June, 1955 to the Shareholders of record at the close of business on May 20, 1955.

By order of the Board.
A. A. KERR,
Secretary-Treasurer.

Dated at Toronto, Ontario,
April 28, 1955.

CANADA IRON FOUNDRIES, LIMITED
DIVIDEND NOTICE

Notice is hereby given that a dividend of 30c per share on the Common Shares of this Company has been declared for the quarter ending June 30th, 1955, payable July 2nd, 1955, to Shareholders of record June 10th, 1955.

By Order of the Board.
M. S. GROGAN,
Vice-President & Secretary-Treasurer.

Montreal, Quebec,
April 29th, 1955.

NORANDA MINES, LIMITED
DIVIDEND NOTICE

NOTICE is hereby given that an interim dividend of One Dollar ($1.00) per share, Canadian Funds, has been declared by the Directors of Noranda Mines, Limited, payable June 15th to Shareholders of record May 13th, 1955.

By Order of the Board,
C. H. WINDELER,
Secretary.

TORONTO, Ontario,
April 29th, 1955.

MacLEOD-COCKSHUTT GOLD MINES, LIMITED
Interim Dividend

Notice is hereby given that an interim dividend of five cents per share has been declared by the Directors of MacLeod-Cockshutt Gold Mines Limited payable in Canadian Funds on May 20, 1955 to shareholders of record May 6, 1955.

By Order of the Board.
J. M. MACINTOSH, Q.C.
Secretary.

Toronto, April 26, 1955.

U. S. Protectionists Win Some Ground on Trade Plan

OTTAWA (Staff) — President Eisenhower's trade program has come through the Finance Committee of the Senate with less damage than was feared, but by no means unscathed. The modified bill which will go to the Senate floor reflects the increased strength of protectionist feeling, but not the worst demands of the protectionist lobbies.

So far, the senators have rejected all attempts to write in particular protectionist devices for certain commodities, such as lead and zinc, and crude oil, which would have been of deep concern to Canada.

But they have written in three new amendments which increase the danger to Canadian exports, and which — in at least one case — seem to leave the United States in violation of both the new and the old GATT.

Here are details of the three amendments:

1. As a substitute for a mandatory limitation of oil imports, the Senate Finance Committee has devised a formula which threatens increased restrictions on all imports which may be declared to be "threatening to impair the national security." The original decision on whether imports of any particular item are "impairing the national security" of the United States is left to the director of the Office of Defense Mobilization.

If he reports to the President that they are, and the President agrees, he must refer the item for full investigation (which it's assumed would be made by the Tariff Commission). On the Commission's report, the President will take steps "to adjust imports to such a level that will not threaten to impair national security."

Obviously this is a new means of restricting imports which could have very wide effects if the Administration wants to use it; it opens a new door for pressure on the Administration.

Escape Clause Powers

2. The new means found by the Senate Finance Committee for widening the "escape clause" is ingenious, and its effect cannot be foreseen for certain. But it could be quite serious, and since it was proposed by Senator Milliken it is undoubtedly intended to be.

The escape clause, permitting the U.S. to get out of its tariff bargains, used to operate if the Tariff Commission found that increased imports were threatening of causing serious injury to a domestic industry. It more or less corresponded to GATT. It was interpreted to mean that the "serious injury" of the domestic industry had to be definitely traced to the effect of increased imports.

But by Senator Milliken's amendment it will no longer be necessary to establish that the imports are the cause of the injury. "Increased imports," says the amendment, "either actual or relative, **shall** be considered as the cause or threat of serious injury to the domestic industry when the Tariff Commission finds that such increased imports have contributed materially to the serious injury or threat."

In other words, if an industry is in trouble and if imports have increased, then it shall be assumed that the imports are to blame.

By this formula, such a report as that of the Canadian Tariff Board on the wool textile industry would have been ruled out. The Tariff Board found, and Finance Minister Harris concurred, that:

—The industry was in difficulties,

—Imports had increased,

—But the imports were not the basic cause of the industry's difficulties.

By Senator Milliken's amendment, the imports have to be the cause.

It appears here that this extends the scope of the U. S. escape clause well beyond what GATT permits.

Broader Scope

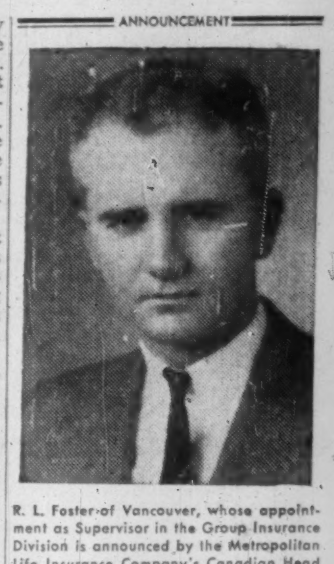
3. Another extension of the escape clause had been devised by providing that it applies to every single item of imports whether or not the U. S. manufacturer is also engaged in other profitable lines of activity. This arises directly from a recent case before the Tariff Commission where a U.S. manufacturer of pins failed to get increased protection against imports of safety pins. The U. S. manufacturer was held not to be "seriously injured" because he also makes straight pins and was doing nicely in that line of business.

By the new amendment it wouldn't matter how well he was doing out of other lines of business: if imports were damaging his business in any one of his lines he would be entitled to increased protection on that line.

These amendments have to be considered on the floor of the Senate, and then in conference between the Senate and the House. If they are approved, they will reduce the value of the President's so-called Reciprocal Trade program which was never anything to write home about anyway.

Canada and other countries will have to get what consolation they can from the undoubted fact that it might very well have been worse—and very nearly was much worse.

ANNOUNCEMENT



R. L. Foster of Vancouver, whose appointment as Supervisor in the Group Insurance Division is announced by the Metropolitan Life Insurance Company's Canadian Head Office in Ottawa as part of its programme to better serve the growth of industry in Western Canada.

Spring Deluge Blues Replace Early Seeding Smiles In Sask.

From Our Own Correspondent

REGINA — The recent sudden onslaught of rain and snow in Saskatchewan is furrowing the brows of farmers, the provincial highway department, contractors and farm implement dealers.

Spring seeding was just starting when the deluge descended. Now seeding is late, crops may prove vulnerable to rust and fall frosts.

However, there's much more rust-resistant Selkirk wheat available this year to help prevent a repetition of last year's record rust disaster.

And there's still lots of time for improved weather to brighten the Saskatchewan rural scene.

The continued precipitation has added to flooding in hard-hit Northeastern Saskatchewan where no crops have been harvested for three years.

The rains are worrying highway department, as gravel highways continue to deteriorate. It reached a point where only black-topped roads were passable.

Frost boils, washouts and weakened bridges halted traffic over the roads making up most of Saskatchewan's 200,000 miles of municipal and provincial road mileage.

The weather, too, is being blamed by farm implement dealers for sales far below the seasonal normal and for a drop in farm machinery loans.

There appears to be a trend toward purchase of smaller machines by the smaller farmers, and also toward purchase of good second-hand machinery.

Contractors, too, are facing problems. Wet ground has delayed, or halted, spring construction work. This in turn is holding unemployment at a higher-than-normal figure.

Hugh Russel Obtains Warehouse At Windsor

Hugh Russel & Sons Ltd., of Montreal has secured 7,000 sq. ft. of warehousing space in Windsor to better serve the growing market in Windsor and the surrounding communities.

This warehouse will eventually have a complete line of hot and cold rolled bars and shapes as well as all sizes of plate and sheet steel.

Company's head office for Ontario is in Leaside. G. M. Curley is Windsor manager.

ARVIDA, QUE., School Board has sold $138,000 3%-3½% bonds due 1956-75 to A. E. Ames & Co., Royal Bank, and Geoffrion Robert & Gelinas Ltd. at net cost of 3.73%. Provincial grant $32,796. Population 12,247.

Grain Prices

Chicago Futures

Week to May 2, 1955

Crop year from Aug. 1, 1954 High	Low		High for week	Low for week	Close May 2
		Wheat—			
2.30¼	2.07	May	2.14	2.09¼	2.10⅝
2.18⅞	1.91⅞	July	1.96⅞	1.94⅞	1.94¼
2.20¼	1.93¼	Sept.	1.98¼	1.95⅞	1.95⅝
2.21¼	1.96¼	Dec.	2.00¼	1.93¼	1.99¼
		Corn—			
1.63¼	1.14¼	May	1.45¼	1.42⅞	1.43⅛
1.66¼	1.43¼	July	1.47⅞	1.45⅞	1.45¼
1.61	1.40⅝	Sept.	1.44⅞	1.43¼	1.43⅞
1.49¼	1.35¼	Dec.	1.38¼	1.37¼	1.37⅞
		Oats—			
.85	.67¼	May	.74	.71¼	.71¼
.77⅞	.63⅞	July	.67⅞	.66¼	.66¼
.72¼	.64⅞	Sept.	.67½	.66⅞	.66⅞
.70⅞	.66¼	Dec.	.69½	.68¼	.68⅞
		Rye—			
1.55¼	.96	May	1.00¼	.96¼	.97¼
1.46	.95¼	July	1.02⅞	.99	.99¼
1.30	1.01	Sept.	1.05	1.01¼	1.02¼
1.15¼	1.04¼	Dec.	1.08¼	1.05	1.05¼
		Soybeans—			
		May	2.55¼	2.48½	2.51
		July	2.45¼	2.39¼	2.42¼
		Sept.	2.37	2.33	2.35¼
		Nov.	2.34¼	2.30¼	2.32¼
		Jan.	2.36¼	2.33	2.34

Chicago Cash

	For Week May 2 High	Low	Prev. week High	Low
Corn—				
2 Yell. (new)	1.49¼	1.48¼	1.52¼	1.50¼
Oats—				
1 H. Wh.	.78¼	.77¼	.81	.79¼

Winnipeg Futures

Week to May 2, 1955

Crop year from Aug. 1, 1954 High	Low		High for week	Low for week	Close May 2
		Oats—			
.86¼	.69¼	May	.81⅞	.81	.81⅞
.88⅞	.71⅞	July	.78¼	.77¼	.78
.79	.69⅞	Oct.	.73⅞	.72⅞	.73¼
.72¼	.72¼	Dec.	.72½	.72¼	.72¼
		Barley—			
1.25⅞	.95¼	May	1.09	1.04⅞	1.07
1.17⅞	.98¼	July	1.04¼	1.01¼	1.03¼
1.12⅞	.94¼	Oct.	.96⅞	.95¼	.97⅞
.94	.94	Dec.	.94	.94	.94
		Rye—			
1.45¼	.97	May	.99⅞	.97	.98¼
1.40	.98¼	July	1.01¼	.98⅞	1.00
1.23⅞	1.00	Oct.	1.03⅞	1.00⅞	1.01⅞
		Flax—			
3.33⅞	2.56¼	May	3.19	3.12¼	3.17⅞
3.27½	2.56⅞	July	3.13¼	3.05¼	3.12
3.08¼	2.75	Oct.	2.99	2.89	2.96
2.93	2.93	Dec.	2.93	2.93	2.93

Winnipeg Cash

	For Week May 2 High	Low	Prev. week High	Low
Oats—				
2 C. W.	.93¼	.92⅞	.93¼	.92¼
3 C. W.	.84⅝	.84¼	.85	.83¼
Barley—				
1 Feed	1.05⅞	1.04	1.07¼	1.04
2 Feed	1.05¼	1.03⅞	1.06⅞	1.03¼
1 Malt	1.20	1.17⅞	1.20⅝	1.17¼
Rye—				
2 C. W.	.99⅝	.97⅞	1.02⅞	.99¼
1 C. W.	.99⅝	.97⅞	1.02⅞	.99¼

SEE A Demonstration of the EXTRA COOLING you get with the MITCHELL ROOM AIR CONDITIONER

ALL NEW For '55

Come in today for a free demonstration of Mitchell's new Super High Capacity Chassis that has 70% more condenser surface, 20% greater air movement and 29% larger evaporator to deliver 354,708 cooling units* per hour—an all new high in cooling power. Let us show you Mitchell's exclusive Air Flow Modulation feature that cools a room in less than 5 minutes... the 20 Direction-Aire Control for draft-free cooling wherever you want it... and revolutionary new Expando-Mount Installation. Mitchell fits flat with the wall, drapes draw without a bulge.

Prices as low as $299.50

Write for FREE Cooling Survey to:
Mitchell Manufacturing Company Limited
19 Waterman Ave.,
Toronto 16, Ont.

Also Manufacturers of Mitchell Lighting Products and Federal Electric Products

5522

K. A. POWELL (CANADA) LTD.
GRAIN SHIPPERS AND EXPORTERS
GRAIN FUTURES
Owners and Operators
Fort William Terminal Elevator Co. Ltd.
and Powell Transports Ltd.
Head Office—563 Grain Exchange, Winnipeg, Man.
Affiliated Companies—Fort William, Ont., Montreal, Que., Vancouver, B.C.

THE CANADIAN CONSOLIDATED GRAIN
COMPANY LIMITED
Operators of Country Elevators in Manitoba and Saskatchewan and Terminal Elevators at Fort William and Port Arthur
Grain Commission Merchants — Shippers and Handlers of All Grains
Head Office: WINNIPEG, CANADA

N. M. PATERSON & SONS LIMITED
Grain Division
Grain & Coal Merchant
Steamship Division
Carriers of All Bulk Cargoes
Fort William, Ont. Winnipeg, Man Montreal, P.Q.

What's ahead for You?

What's the trend in business?
What's ahead for taxes?
How's the investment picture?

Find out what's happening by reading The Financial Post regularly. The Post gives you penetrating analyses of current business trends, helps you make right guesses on prices and supplies, foreign trade, labor moves, new legislation, credit, resources development. You get warning of new taxes plus thorough explanations as to how they may apply.

Whatever happens in the next twelve months, The Post's unique service is your assurance that no significant development, no new trend in the business outlook will catch you unprepared. Every seven days you'll get sound information that's vital to your business and profits, to your future planning.

Subscribe to The Financial Post. Return this coupon today.

The Financial Post
481 University Ave., Toronto 2, Can.

Please enter my subscription as below:

Canada: $6 yearly ☐ 2 years $11 ☐
Elsewhere: $7 yearly ☐ 2 years $13 ☐

Payment herewith $........ Bill me later $........

COMPANY

NAME

ADDRESS

CITY AND PROVINCE

NATURE OF BUSINESS

FP-68

ANNOUNCEMENT

NEW KELORE MINES LIMITED
APPOINTMENT

GENERAL A. F. LORENZEN, RTD.

Mr. David M. Harris, President of NEW KELORE MINES LIMITED, announces with pleasure the election of General A. F. Lorenzen, rtd., of Chicago and Miami Shores, Florida, to their Board of Directors.

General Lorenzen, a prominent civic leader and business man, brings to his new association a rich background of experience in business and financial circles. The General has served the International Detrola Corp. of Detroit, Utah Radio Corp. of Chicago, and the Newport Steel Co. of New York as Director.

He has enjoyed a successful association with Lord & Thomas, Inc., in the advertising field. The General founded Lorenzen & Thompson, Inc., as newspaper representatives with offices in New York, Chicago, Los Angeles and other principal cities in the States. He was associated with many newspapers throughout the U. S. A. and Canada, including the Toronto Globe & Mail, the Montreal La Presse, the Windsor Star, and others.

The General's honors are many and varied. He is a member of The Chicago Crime Commission, International Chancellor of Notre Dame of Canada — Father Athol Murray, Dean. He served as Vice-President and Director of the Chicago U. S. Navy League. He was Chairman of Appreciate America, Inc., succeeding the Hon. Paul H. Douglas, United States Senator of Illinois.

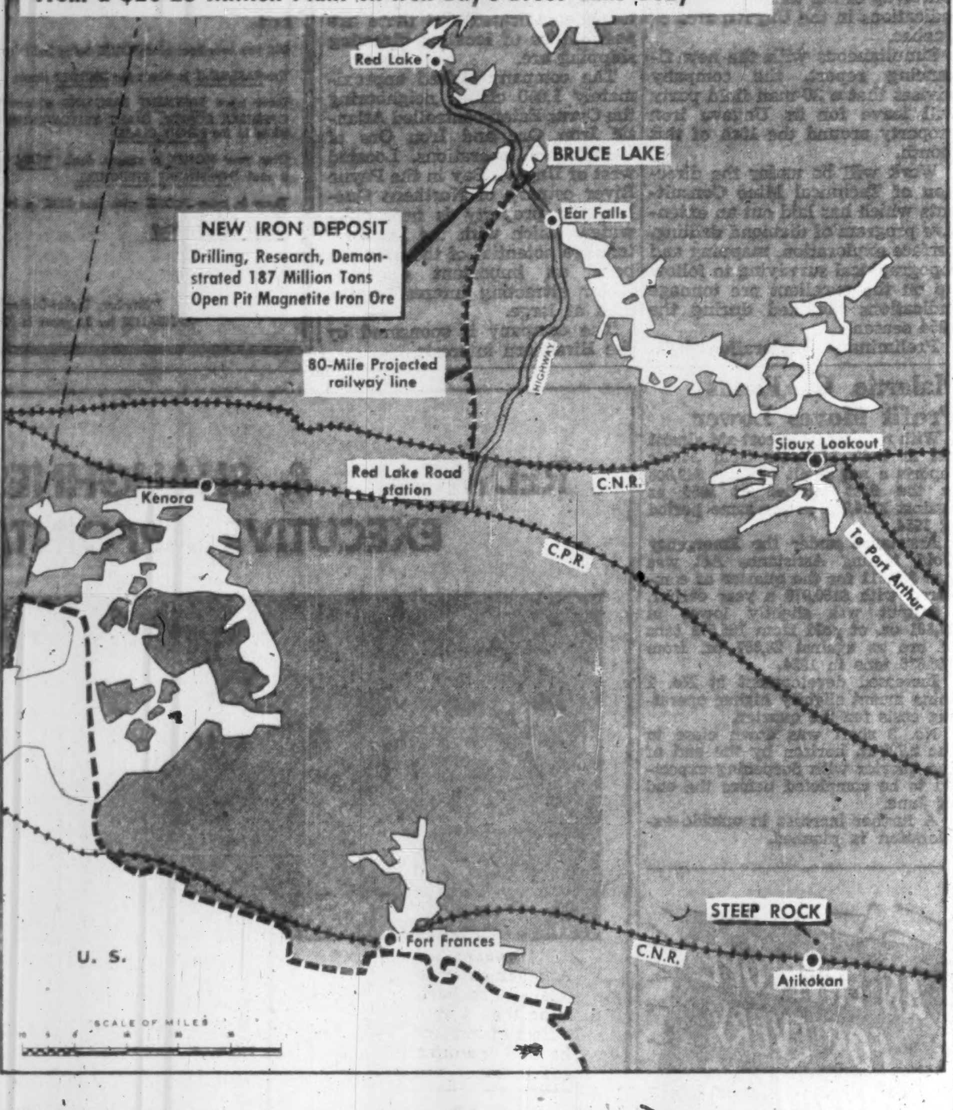
His Masonic affiliations include a life membership in the Medinah Temple, Chicago, and he is an honorary member of the Boumi Temple, Baltimore, Md.

In 1951, the President of the United States appointed the General a member of a U. S. A. Diplomatic Commission (Military) that covered all important countries in South America.

The General was honored and decorated by the Government of Cuba for services rendered to that country during the years of 1944-1953. Mr. D. M. Harris, President, together with General Lorenzen, represent American interests in furthering the development of NEW KELORE MINES LIMITED.

Second Iron Mine Emerges In NW Ontario

Million Tons a Year of 64.7% Iron Concentrate Reported Feasible From a $20-25 Million Plant on Iron Bay's Bruce Lake Body



Pater No. 38 Runs Lower; Add a Drill

As anticipated earlier, hole M-38 of Pater Uranium Mines gave values lower than the fine ore intersection in hole M-37.

Copper assays of about 1% and cobalt assays up to 0.21% cobalt were returned, the company says. The mineralized zone in this hole appears to mark a split into two mineralized shears, both of appreciable width, it is stated.

Hole M-39, located 250 ft. further west, is drilling at a depth of 700 ft. with an objective of 1,000 ft. Arrangements are being made to add a second drill.

The Pater mineralized zone is near and related to a regional fault which is known to extend east and west over 20 miles across the properties of Pronto Uranium Mines, Peach Uranium Mines, Panel Consolidated Uranium Mines and Preston East Dome Mines. Several of these companies are now making plans for early exploration of the base metal structure.

Mystery Project Of $3¾ Millions For Noranda M.

In "off-the-cuff" remarks at the annual meeting of Noranda Mines, President J. Y. Murdoch expected that the company would be proceeding with a $3¾ million new project.

Questioned later on the subject, an official refused to elaborate beyond saying that the project hadn't yet reached the announcement stage and that it wasn't uranium or gold.

Mr. Murdoch outlined a number of the new things the company is interested in. Noranda is associated with Prospectors Airways Co. in Pelly River developments in the Yukon. There were two base metal properties on Vancouver Island which will probably be small but profitable.

It was stated that "in some form or another" Noranda would likely be continuing to make money after all shareholders at the annual meeting had "passed on."

Merrill Anticipates Big Jump In Oil Production During '55

A very large increase in oil production is indicated for Merrill Petroleums in 1955, the company's report for the last half of 1954 reveals. Completion of a large number of wells in the Pembina field—and operation of the Pembina pipeline—are responsible for the improved outlook.

President C. R. Walker estimates that 1955 will show a 550% increase in oil output, with annual production of over 700,000 bbls. after royalties.

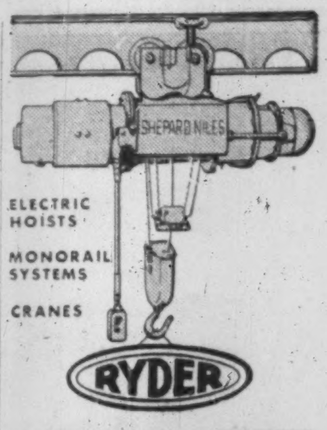
Output is expected to average 2,750 bbls. daily or a 960,000 bbls. annual rate by the end of 1955.

Merrill had an interest in 157 wells in the Pembina area (and 23 other wells) at the beginning of 1955. This represented an increase of 130 interest wells in a six-month period and more than doubled proven oil reserves to 3,925,100 bbls.

The increase in drilled proven reserves was not as great as would be indicated by the increase of 130 interest wells because 43 of the latter were in the West Pembina where Merrill has only an 0.7% overriding royalty. However, the overriding royalty applies to 493,120 reservation acres.

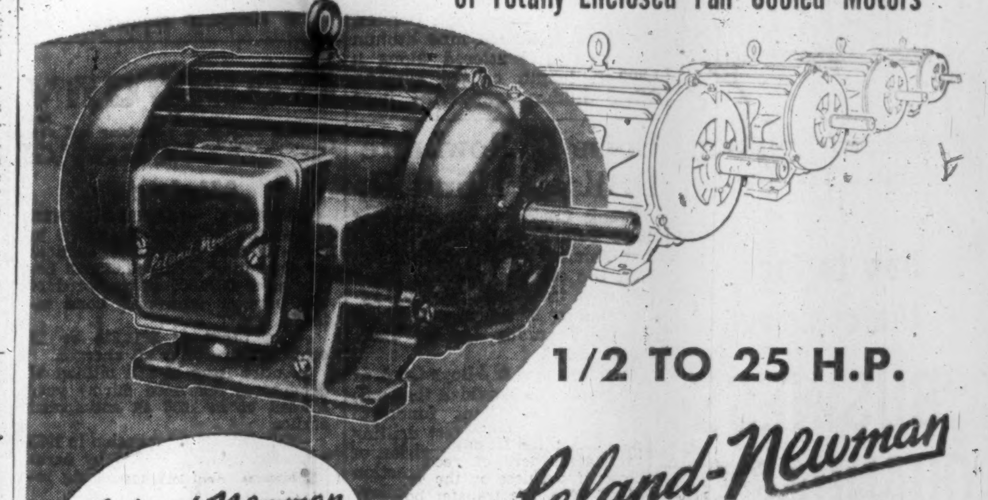
During 1955, Merrill plans to participate in drilling 250 additional wells and will have a gross overriding royalty interest in a minimum estimated additional 200 development wells to be drilled in West Pembina by other companies.

Net revenue from oil production is expected to exceed $1.3 million in 1955 as against $291,583 in the entire calendar year 1954.



ELECTRIC HOISTS
MONORAIL SYSTEMS
CRANES
RYDER
J. H. RYDER MACHINERY CO. LIMITED
TORONTO • WINDSOR • MONTREAL
HAMILTON • WINNIPEG • VANCOUVER

THE FIRST Complete
NEW CEMA RANGE
of Totally Enclosed Fan Cooled Motors



1/2 TO 25 H.P.

Leland-Newman serves Canadian Industry

Leland-Newman MOTORS

C.S.A. APPROVAL No. 9869

These 'all new' motors are built to give you outstanding performance and reliability within the new CEMA frames 182-326S.

New materials and production techniques, backed by a quarter of a century of leadership, make it possible for Leland-Newman to reduce costs below that of present open types.

You can now specify "TOTALLY ENCLOSED" and still effect substantial savings.

Leland-Newman new CEMA T.E.F.C. motors are available as foot mounted, flange or face mounted and also as a non-ventilated type for air-over-fan duty.

WRITE TODAY FOR DESCRIPTIVE CATALOGUE AND PRICE LIST.

NOTE: LELAND-NEWMAN STANDARD NEMA MOTORS, SQUIRREL CAGE T.E.F.C. OR OPEN DRIP-PROOF, 1 HP TO 250 HP ARE AVAILABLE FROM DISTRIBUTORS IN PRINCIPAL CENTRES ACROSS THE COUNTRY.

SALES Coast-to-Coast SERVICE

LELAND ELECTRIC CANADA LIMITED GUELPH

TANIS URANIUM DEVELOPERS

204 PETROLEUM BLDG., Edmonton, Alta. Phone 46966, 390424—42015

URANIUM CLAIMS, bought and sold. At present we have an attractive selection of Uranium claims with good showings in favorable areas. We have some Uranium companies that are worthy of Financial Investigation, that should be of interest to Underwriting firms, or investment funds. All enquiries with references, should be directed t the above, with full particulars.

BLUE ROCK CERIUM MINES LIMITED

Suite 810-372 Bay St., Toronto

While the results for 3 drill holes in the advertisement published in the local papers dated April 28, 1955, were correctly reported, we regret through an unintentional error, the assay results of Hole #C-22 were incorrect.

The actual assay for this hole should read as averaging .093% U3O8 ore, plus 84 feet drill core length with ore section therein averaging .24% U3O8 over 7 feet.

HUGH G. ROSS,
President.

FREE

THE CUMCO CORPORATION LIMITED

330 Bay Street, Suite 207, Toronto, Canada.

Dear Sirs:

I would be obliged if you would mail me, without obligation, full information on Manpre Uranium Exploration Limited, a speculative mining issue, and the undermentioned items as checked off in the margin.

Check here:

1. Copy of "The Importance of Uranium in Our World Economy", Revised.
2. Locality map of: Beaverlodge — Blind River — Marian River (check name of mining camp).

Name ....

Address ....

Province .... Telephone ....

NOTE: Maps and brochure are being prepared in limited number. To avoid disappointment act promptly.

CANADIAN MINING and OIL TRADING SERVICE

ARE YOU, TOO, MAKING MONEY?

Read these extracts from our Weekly Bulletins

QUEBEC NICKEL . . . on Jan. 24th, when this stock was selling at $1.30, we said: "Stock appears to be entering a zone of support prior to a rise to about $2.00. Buy with discretion." RECENT HIGH $2.09.

NEW HOSCO . . . on Jan. 24th, at 37c, we said: "Following reorganization, stock is well situated for a good advance. Buy under .40c." RECENT HIGH .68c.

UNITED MONTAUBAN . . . on Jan. 24th, this was at .32c. We said: "Add to your purchases below .30c. On a rise to .60c. liquidate." RECENT HIGH .75c.

CALLINAN FLIN FLON . . . on Apr. 1st, when at .40c we said: "Advance is expected to be resumed very soon. Buy for short term gains." RECENT HIGH .55c.

These examples show how our clients PROFIT by our sound advice, which is based on long experience in statistical market analyses. You, too, can profit by receiving sound, money-making advice like this. Try it for four weeks, and prove it for yourself.

FILL IN AND MAIL THE COUPON BELOW — TODAY

CANADIAN MINING & OIL TRADING SERVICE FP-18M-55
21 King Street East, Toronto.

Please send me a 4-week TRIAL SUBSCRIPTION, for which I enclose $3.00.

NAME ....

ADDRESS ....

MINING INVESTMENTS

Beaucage Hole From Face Gives Good Uranium Value

Work so far completed at the North Bay property of Beaucage Mines has indicated that this property may be an important uranium producer as well as a columbium mine.

Recent word on a drill hole put out ahead of the face gives assays which show the possible trend in this direction.

After extending a drive 290 ft. from the shaft and driving longitudinally in the main ore body for 250 ft., the drill hole mentioned was put out on line ahead of the drift face and remained in ore for 140 ft. before passing into a wall. Uranium values for this 140-ft. length averaged 0.092% U_3O_8 or $13.34 a ton which compares with an expected average of about 0.04% uranium oxide for this body from preliminary surface drilling.

Columbium assays are available for only the first 95 ft. but these have averaged 0.90% Cb_2O_5 or $61.20 a ton at a $3.40 a pound price for columbium pentoxide.

Combined uranium and columbium values thus grossed $74.54 a ton without any premium price on uranium.

Underground work is stated to have been progressing satisfactorily.

The ore body has attained a maximum width of 197 ft. in crosscuts put across it. The company was not in any way disappointed with the underground picture as compared with the surface results, shareholders of the parent company (Inspiration) were advised at that company's annual meet.

* * *

Bullish on Columbium

C. M. Carmichael, a director of Inspiration and other important companies, had interesting comment to make on columbium at the Inspiration Mining & Development Co. annual meeting.

Mr. Carmichael declared the potential market for columbium will grow.

When the Korean war started, the U. S. was using about five million lb. a year, he indicated. After the war, the U. S. Government started stock-piling columbium. It took them three years to get four million lb., and up to recently this had been increased to nearly eight million lb. Their objective is to get 15 million lb.

"The U. S. Government," he said, "is perfectly willing to give us a contract for all we can produce, in three months periods, up to the end of 1956 and possibly two years longer once we provide them with samples and assure them of continuity of the source of supply. I am very bullish as to the future of columbium which is considered an essential element as evidenced by the large sums of money the U. S. is spending to stockpile it. All the columbium the U. S. has been getting has been coming from overseas. The strategic location of the Beaucage columbium deposits at North Bay is another great advantage."

* * *

McIntyre Profits Better

Earnings of McIntyre Porcupine Mines showed a nice increase in the first quarter of 1955. However, there was a good explanation for it: Milling operations had been suspended in the period from Jan. 1, to Jan. 15, 1954, due to a strike.

Net profit for the first quarter of this year amounted to $605,918 after all charges which was equal to 76c a share. This compared with the corresponding previous year's quarterly net of $512,745 or 64c a share.

Gross income — including investment income and cost-aid — showed a rise of $406,000 at $2,363,489 but costs were over $333,000 higher as well which prevented the increase from being larger.

McIntyre expects revenue from cost-aid will be considerably lower this year due to amendment of EGMAA so that the gain of the first quarter will not necessarily be repeated in succeeding quarters.

COMPANY REPORTS

Mining

DELNITE MINES net profit for 1954 was over 50% lower at $37,415 or 1.3 cents a share. The strike which started Aug. 25, 1953, lasted till Feb. 11, 1954, and development expenses incidental to opening of new deep levels were also high.

Crosscutting and other development expenses are expected to be lower in 1955 as most of the necessary crosscutting was done in 1954.

In 1955, the company hopes to earn the 4-cent dividend.

A total of 4,007 ft. of drifting during 1954 was nearly all on the lower levels and yielded 2,286 ft. of ore of average width and grade.

President Welles V. Moot reports as follows on oil interests:

"Alminex Ltd., an oil and gas exploration company in which we have a 10% interest, looks to be a quite successful venture and we also have a promising investment in our participation through the Alminex group in Oilwell Operators Ltd. Through these ventures, we have participated in the drilling of 23 wells during the year, of which eight were successful oil wells and five gas wells. If and when the Trans-Canada pipe line is completed we hope to find an outlet for at least some of the gas. We expect to continue our participation and investment in these ventures."

INCOME ACCOUNT

Years Ended Dec. 31:	1954	1953
Bullion production	$1,299,541	$1,063,087
Less: Mkt. chgs.	9,915	7,995
Oper. exps.	1,382,132	1,100,301
Operating profit	‡92,506	‡45,209
Add: Int. on inv.	13,269	28,008
Est. Cost-Aid	202,000	150,500
Less: Deprec.	50,806	62,018
Income tax	......	†35,773
Outside explor.	34,542	25,042
Net profit	37,415	82,012
Less: Divd.	119,150	119,150
Surplus for year	‡81,735	‡37,138

‡Los or deficit.
†Credit, representing reduction in prior year's income tax due to current year's loss.

	1954	1953
Earnings per Share	$0.013	$0.027
Paid	0.04	0.04

CONDENSED BALANCE SHEET

As at Dec. 31:	1954	1953
Cash and bullion	$409,559	$232,034
Govt. & oth. bds.†	789,191	879,529
Accts., etc., rec.	11,313	52,771
Est. Cost-Aid	123,606	57,426
Inc. tax refund	45,000	......
Mine supplies	176,781	301,493
Total curr. assets	1,555,450	1,523,253
Prep. & def. chgs.§	11,231	11,661
Claims & props.	1,100,833	1,100,833
Outside expl. exp.	1	1
Investment	25,000	25,000
Plant & equip.▲	118,548	144,709
Total assets	2,811,063	2,805,457
Total curr. liab.	128,206	40,865
Capital stock	1,826,811	1,826,811
Earned surplus	856,046	937,781
▲After depr. of	1,063,158	1,028,378
†Market value	790,503	834,230

§Included in current assets in co's report.

	1954	1953
Working capital	1,427,244	1,482,388

OPERATING STATISTICS

	1954	1953
Tons milled	†144,431	‡106,027
Aver. recovery	$9.00	$10.03
Broken ore res., tons	49,734	69,310

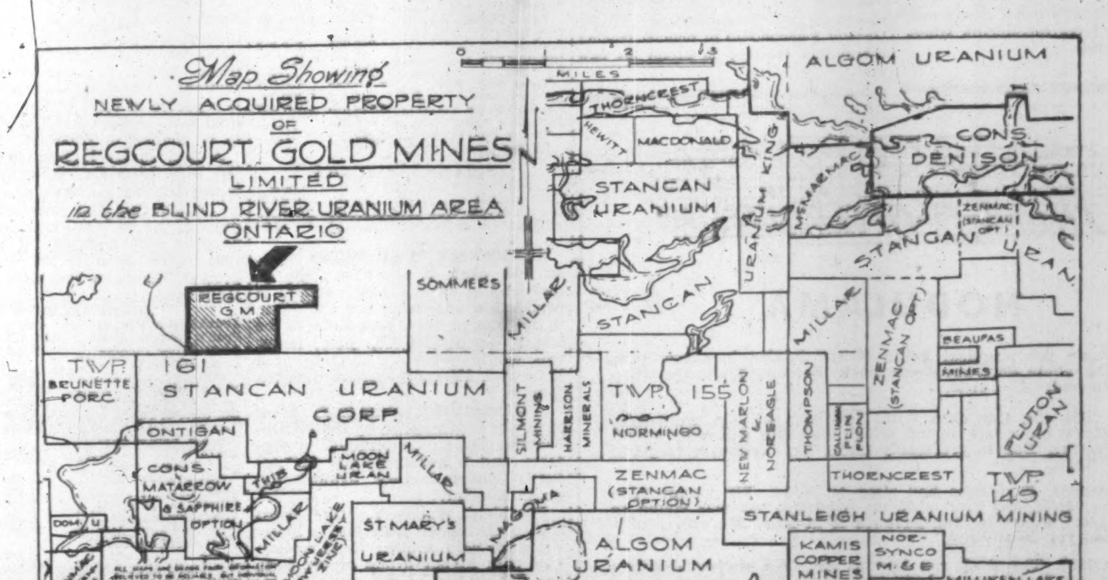
‡For eight months.
†For 10½ months.

FIDELITY Insurance Company of Canada

Consult your agent or broker as you would your doctor or lawyer

TORONTO

Diamond Drilling Program
Approved for BLIND RIVER Group
recently acquired by
REGCOURT Gold Mines LIMITED



AN 18-CLAIM GROUP in the Blind River uranium area, located 5 miles N.W. of the ALGOM Nordic Lake property and about the same distance S.W. of the ALGOM Quirke Lake property, has been acquired by Regcourt Gold Mines Limited.

GOVERNMENT GEOLOGICAL MAP shows the favourable quartzite formation . . . in which the uranium ore bodies indicated by diamond drilling on the ALGOM and other nearby properties are known to occur . . . as **also existing on the south portion of the new Regcourt acquisition.**

A DIAMOND DRILLING PROGRAM . . . recommended on results of investigation of the Regcourt claims . . . has been approved for an immediate start, and arrangements are currently being made to put a drill into action to test the property.

MEANWHILE— *work is proceeding as scheduled on the 1,400-acre claim group controlled by the Company in the Quebec Lithium area.*

REGCOURT GOLD MINES LIMITED - 1300 CONCOURSE BLDG., TORONTO, ONT.

ANNOUNCEMENT

GREGORY G. KEW

whose retirement as a director and a vice-president of Ford Motor Company of Canada, Limited, was announced last week will be available in an advisory capacity as a business and financial consultant. During his 39 years with Ford of Canada, Mr. Kew has had extensive experience with financial re-organization and business operations throughout Canada and in various countries overseas, including service on a NATO committee which surveyed British and European production facilities.

ViolaMac to Use Two Drills On Manitoba Lithium Strike

Two drills will be used by ViolaMac Mines in initial exploration of its new lithium discovery property acquired at Cat Lake, approximately 35 miles northeast of Lac du Bonnet, Man.

In addition to the 20-claim group of some 1,000 acres on which ViolaMac has made a deal, additional acreage has been acquired by staking.

The company's new property ties onto the southerly strip of Maskwa Nickel-Chrome Mines controlled by Falconbridge Nickel Mines and is approximately five miles west of Lithium Corp. of America acreage on the same lithium belt where the John Dryborough claim was recently sold to Toronto interests for a reported $200,000.

ViolaMac has arranged a sizeable program on the new Manitoba property this summer. This work has already entailed staking of additional claims on behalf of the company and a start this week of a diamond drilling program by the first drilling rig now on the property. The second machine is expected to arrive within the next 10 days to speed up assessment of the property.

Meantime a surface crew is laying out the season's proposed work and erecting camp buildings to house a crew of 18 men, including two geologists and Resident Manager George A. MacMillan.

Original surface work completed on ViolaMac's Manitoba property by staker John Donner, Winnipeg, indicated nine lithium showings scattered along a 1,800-ft. length of the acreage. Other lithium exposures have been discovered 1,300 ft. west again to suggest an over-all possible length of 3,100 ft. on this property.

Promising Assays

Some promising assays were secured from the nine surface trenches opened across widths ranging from 5 ft. to 14 ft. at intervals along the 1,800-ft. length. These results, coupled with the prominent part lithium is now playing in atomic affairs, influenced ViolaMac Mines to enter the new lithium program in Manitoba.

The first showing, near the westerly end of the first 1,800-ft. length, averaged 1.90% lithia across 2.5 ft. with a section slightly east assaying 2.23% over 8 ft. This trench has been opened for an 80-ft. length with the most easterly end of the trench assaying 1.65% over 3 ft.; 1.96% across 2.5 ft. and 2.70% across 1.25 ft.

Another showing 700 ft. east again averaged 0.8% lithia across a 6-ft. width in a shoot off the main occurrence. Some 900 ft. east again channel sampling across a trench in the main vein gave 1.55% over 7 ft. while a short distance east sections averaged 1.42% across 2.5 ft.; 2.00% over 3.5 ft. and 1.48% lithia across a 3-ft. width. Other exposures to the east averaged 1.40% over 1 ft.; 2.12% across 4 ft.; 2.07% over 2.5 ft.; 1.85% across 3 ft.; 1.52% over 7.3 ft. and 1.19% lithia over 5 ft.

The company announces the appointment of George M. Radisics as head of its newly created exploration department at Suite 428, 67 Yonge St. Mr. Radisics, formerly in charge of similar work for Karl J. Springer interests for the past three years, will be pursuing a stepped-up exploration program across Canada for the company this year.

Nicholson Now Stockpiling Ore For Next Winter

Ore shipments to the Eldorado mill were suspended by Nicholson Mines April 7 due to poor ice conditions but the company is continuing to mine and stockpile ore for shipment next winter.

Production for the first two months and seven days from Nicholson will exceed $110,000, the management reports. Costs are stated to be running under $20,000 a month.

Extraction at the mine is continuing at a rate of approximately 1,200 tons per month. Present plans call for stockpiling the ore during the summer months, as winter haulage is far more economical than barge transportation. Consideration is being given to construction of a road to connect with the Eldorado Mill.

An underground drilling program is being started on the No. 4 zone in an effort to extend the ore bodies both on strike and down dip and to explore for parallel zones.

Development of the mine to date has been up to expectations, the management reports.

Oceanic Iron Ore To Explore Big Tonnage Iron Ore Project

The sum of $500,000 — proceeds of an underwriting on 500,000 shares at $1 a share — has been placed in the treasury of Oceanic Iron Ore of Canada for a 1955 follow-up of big tonnage iron ore indications in the Ungava area of Quebec.

Simultaneous with the new financing report, the company advises that a 20-man field party will leave for its Ungava iron property around the 15th of this month.

Work will be under the direction of Technical Mine Consultants which has laid out an extensive program of diamond drilling, surface exploration, mapping and topographical surveying to follow up on the excellent ore tonnage indications obtained during the 1954 season.

Preliminary exploration indicated a tonnage of approximately 300 million tons of material containing over 30% iron, available to open-pit operation. Engineers consider there are very good chances of greatly increasing the tonnage indicated and there are possibilities of locating directing shipping ore.

The company staked approximately 1,000 claims neighboring the Cyrus Eaton-controlled Atlantic Iron Ore and Iron Ore of Canada Ltd., operations. Located west of Ungava Bay in the Payne River estuary of Northern Quebec, the property is near tidewater, which with the immense tonnage potential of the area has been an important economic factor attracting interest in the area at large.

The company is sponsored by the Hirshhorn interests.

Malartic G. Fields Profit Moves Lower

With receipts from cost-aid almost cut in half, Malartic Gold Fields reports a net profit of only $49,968 in the first quarter of 1955 as against $154,789 in the same period of 1954.

Assistance under the Emergency Gold Mining Assistance Act was just $98,511 for the quarter as compared with $160,979 a year earlier.

Output was slightly lower at 27,661 oz. of gold from 165,572 tons of ore as against 28,837 oz. from 166,636 tons in 1954.

Increased development at No. 1 mine meant slightly higher operating costs for the quarter.

No. 2, shaft was down close to the 2,700-ft. horizon by the end of the quarter with deepening expected to be completed before the end of June.

A further increase in outside exploration is planned.

PENNY GRAMS

ONE PENNY 1955

By ADAM CONROY.

Devoted Solely To Penny & Low Priced Stocks For 31 Years

PHONE EM. 6-1842 | 73 ADELAIDE ST. W. | TORONTO, ONT.

"THE PENNY SPECIALIST"

SAYS:

Did you ever hear of a HOUSE being built from the ROOF down?

The BASEMENT is where the BUILDER starts.

These were BASEMENT BARGAINS at one time and recommended by me: QUEMONT, OPEMISKA COPPER, GIANT YELLOWKNIFE, and many others too numerous to mention, while in the PENNY CLASS.

Give your MONEY a square deal. PLAN your SPECULATIONS and see them grow into a real INVESTMENT STRUCTURE.

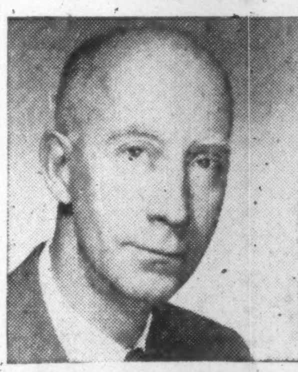
There is more PROFIT with less RISK to be made in carefully selected PENNY STOCKS.

Let me tell you HOW

Write: ADAM CONROY,
73 Adelaide St. W.,
Toronto, Ontario.

"Member, Broker-Dealers' Association of Ontario"
SPECIALIST for 31 years in PENNY and LOW PRICED STOCKS

REDMOND & SHAUGHNESSY LIMITED
EXECUTIVE APPOINTMENTS



LOVAT M. FRASER
Vice President

THOMAS C. KOPPEL
Vice President

JOHN A. McDONALD
Vice President

R. M. Redmond, Chairman of the Board and John M. Hayes, President of Redmond & Shaughnessy Limited, announce the appointment of Lovat M. Fraser, Thomas C. Koppel and John A. McDonald as Vice Presidents.

Continued expansion of our business and the policy of giving clients a high quality of personal service has led to these appointments. Each of the new Vice Presidents has served the company for many years and is widely recognized in the insurance field as a most capable executive.

Redmond & Shaughnessy Limited
Life - Fire - Casualty - Marine
INSURANCE
315 St. Sacrament St. Montreal

How to face the common "BUSINESS QUANDARY"

Here's the familiar little beast that's upon you whenever there's a financial doubt in your mind . . . or a banking or trade problem that needs technical attention. Beware the Business Quandary. He wastes your time and money. You can't outstare him. You can't ignore him.

When it comes to banking you *can* call in your Bank of Nova Scotia manager. He's an expert with Quandaries . . . been "liquidating" them for years. How is it done? By being on the spot with exact information, complete banking facilities, years of experience and the helpful approach you expect from The Bank of Nova Scotia.

Next time a Quandary gives you pause, remember your BNS manager can help you with the financial angle. You'll find he's a good man to know . . . and to keep in touch with.

• *Your Partner in Helping Canada Grow*

The BANK of NOVA SCOTIA

General Offices: 44 King St. West, Toronto
New York: 37 Wall St.
London, Eng.: 108 Old Broad St.
Over 400 Branches in Canada and abroad with correspondents wherever men trade.

H.5

Boise Yellowknife Drills at Blind R.

Frank Cockburn, president of Boise Yellowknife Mines, reports that diamond drilling started May 2 on the company's Blind River property in Township 176 approximately 20 miles west of the Algom Uranium Quirke Lake development.

Standard Ore & Alloys Corp. of New York, has provided the company with sufficient funds to carry out the initial test drilling and development. Supervision of the drilling is under the direction of Pioneer Consultants of Haileybury, Ontario.

ANNOUNCEMENT

DONOLO APPOINTMENT

GEORGE PLAYFAIR-BROWN

Louis Donolo, President of Louis Donolo (Ontario) Limited, announces the appointment of George Playfair-Brown, B.A.Sc., P.Eng., as Director and General Manager.

An Honour Graduate of the University of Toronto, Mr. Brown brings to his new position an unusual combination of industrial and construction experience. He is well known as a writer and speaker on the subject of Materials Handling, has worked in the engineering departments of several large manufacturers, was associated with an outstanding firm of consulting engineers, and has left the General Managership of another leading construction company to accept his new post.

Company Reports

To assist readers in appraising and comparing company financial statements, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

Mining

OPEMISKA COPPER MINES showed the following highlights in 1954 — its first year of production:

—Operating profits $1,657,788 before over $670,000 of pre-production expense write-offs, bond interest, etc.

—Net profit of $811,339 or 15 cents a share after all charges.

—Entire issue of $1.1 million of debentures redeemed during year instead of in 1956 as anticipated earlier.

—$1 million for expansion in 1955 expected to be provided by earnings with some accompanying reduction of bank indebtedness.

—Ore reserves increased 391,570 tons to 1,445,570 tons of 4.76% copper grade after milling of 134,880 tons during the year.

Earnings for 1954 were based on an estimate of values to be realized at the smelter for the last quarter's production. The recent increase in the price of copper means an extra $250,000 of revenue will be carried over into 1955 results.

Including supplies in current assets, there was an excess of current liabilities over current assets of close to $870,000 at the end of 1954. This reflected redemption of the debentures and a $250,000 deposit with the Hydro-Electric Power Commission of Quebec.

The bank loan of $1,628,000 at the end of 1954 was secured by metals settlements of $1,320,000, taking copper at 30c lb. On basis of current results, it is estimated that this loan will be retired in 1956 and that payment of a dividend may be considered before the end of that year.

INCOME ACCOUNT

Year Ended Dec. 31:	1954
Gross revenue	$4,448,073
Less: Oper. exps.	2,790,285
Operating profit	1,657,788
Less: Deprec.	290,244
Bond int.	46,902
Bank int.	55,402
Prem. on bd. red.	25,218
Prepdn. & dev. exp. w/o	357,439
Prov. inc. tax	*55,000
Loss on for. exch.	16,244
Net profit	811,339

*Co. exempt from Federal income taxes for year ended Dec. 31, 1954.

Earnings per Share: $0.15
No dividends paid.

CONDENSED BALANCE SHEET

As at Dec. 31:	1954	1953
Cash	$15,938	$18,410
Accts. rec.	29,959	37,376
Smelter settle. due	1,320,088	......
Supplies	229,419	141,227
Total curr. assets	1,595,404	197,013
Prep. & def. chgs.§	15,679	9,665
Dep. re pwr. contr.	250,000	......
Mining cls.	2,941,268	2,941,268
Plant & equip.*	1,644,715	1,392,049
Defer. dev., etc.†	2,025,491	2,250,743
Total assets	8,472,557	6,790,738
Due bank	1,623,820	463,919
Accts., etc., pay.	269,881	269,332
Inc. tax res.	55,000	......
S.f. pay.	508,891	......
Total curr. liab.	2,462,592	733,251
Funded debt	......	1,100,000
Capital stock	5,198,626	4,957,487
Earned surplus	811,339	......
*After deprec. of	290,244	......
†After amort. of	357,440	......

OPERATING STATISTICS

	1954
Tons milled	134,879
Ore reserves, tons	1,445,570
Grade (% copper)	4.76

SYLVANITE GOLD MINES earned 10.9 cents a share in 1954 as against 12.4 cents a year earlier. If production and costs are the same in 1955 as in 1954, cost-aid will be less by about $106,000. After taxes, this would mean a reduction of a little over 1½ cents a share in earnings.

A substantial increase in the price of power is demanded by the Hydro-Electric Power Commission of Ontario, and is being resisted as "unjustly discriminatory against the north country."

President Welles V. Moot notes that with higher costs and a lower price for gold, mining must be limited to a higher grade of ore with the future life of the mine uncertain. "We can say only that we probably have several years of profitable operations ahead if conditions get no worse," he concludes.

Exploration in other areas is being expanded. About three square miles is held partly by option about 60 miles north of Sault Ste. Marie, where an interesting surface copper showing was found in the bed of a creek. "With such a large area to explore, it will be some time before we can form an intelligent opinion as to whether this prospect is worthwhile or not," Mr. Moot reports.

A lead-zinc showing on a 30-claim optioned group in New Brunswick is also being investigated.

Favorable results are reported for the company's participation with Alminex. "We believe that we have a fortunate investment in Alminex and that it is worth more than it cost," Mr. Moot states.

Delnite Mines (two-thirds interest) has opened up all new levels to 4,300 ft. Developments on the lowest level are reported promising but no conclusions are yet possible, it is stated.

INCOME ACCOUNT

Years Ended Dec. 31:	1954	1953
Bullion prod.	$1,838,532	$1,864,941
Less: Oper. exps.	1,573,127	1,507,792
Net oper. earnings	265,405	357,149
Add: Other income	108,060	108,084
Est. Cost-Aid	186,500	169,700
Total net earnings	559,965	634,933
Less: Deprec.	17,635	20,961
Explor. w/o	75,380	57,098
Taxes res.	106,500	148,500
Net profit	360,450	408,374
Less: Divds.	329,950	329,950
Surplus for year	30,500	78,424
Earned per Share	$0.109	$0.124
Paid	0.08+0.02	0.08+0.02

CONDENSED BALANCE SHEET

As at Dec. 31:	1954	1953
Cash & bullion	$394,903	$517,787
Accts., etc., rec.	13,495	17,653
Est. Cost-Aid	106,950	71,411
Bonds*	1,102,582	993,779
Mat. & stores	143,925	177,010
Total curr. assets	1,761,855	1,777,640
Prep. & def. chgs.†	9,429	9,227
Def. expend.	32,538	85,333
Shs. & adv. sub.	1,880,927	1,880,927
Other invests.	50,002	......
Claims & props.	1,401,146	1,401,146
Plant & equip.▲	41,148	48,908
Total assets	5,177,045	5,203,181
Accts., etc., pay.	273,750	278,688
Taxes reserve	53,347	105,045
Total curr. liab.	327,097	383,733
Invest. & cont. res.	750,000	750,000
Capital stock	2,383,000	2,383,000
Surplus	1,716,948	1,686,448
▲After depr. of	1,283,459	1,268,008
*Market value	1,103,544	941,476

†Included in current assets in co's report.

	1954	1953
Working capital	1,434,758	1,393,907

OPERATING STATISTICS

	1954	1953
Tons milled	171,854	170,032
Average recovery	$10.70	$10.97
Broken ore res., tons	93,452	96,888

Oil Production

JUPITER OILS experienced a reduction in oil production from $345,835 in 1953 to $259,398 in 1954. This reflected a decline in income from Joseph Lake where share of output was reduced from 20% to 14% following recovery of all production costs by the end of 1953.

Net profit was slightly higher at $30,976 after lower write-offs.

Two further wells were drilled in the Joseph Lake area making a total of 76 wells in which the company is interested.

In November, 1954, a 10% interest was acquired in two quarter sections in the centre of the Pembina field. Four wells are now producing, turning out 12,600 bbls. of oil a month with income for Jupiter expected to amount to $30,000 per annum.

A 1 2/3% carried interest is retained in the large reservation of 1.2 million acres in the Wapiti-Smoky River-Grande Prairie area farmed out to Stanolind and Richfield, which are presently drilling three wells in widely-separated sections. The Anglo Campbell well is reported at 5,267 ft. and the Richfield well at 6,395 ft. The wells are to be drilled to 12,000 ft.

A 20% equity interest in Edmonton Pipe Line Co., is stated to be worth $500,000 on basis of earnings.

"Considering the excellent prospects of the undertakings your company is now engaged in, the year 1955 holds promise for continued growth," declares President Geo. C. Knowles.

INCOME ACCOUNT

Years Ended Dec. 31:	1954	1953
Prod'n revenue (net)	$230,733	$326,859
Add: Other income	28,665	18,977
Less: Admin. & gen. ex.	36,260	31,557
Net earnings	223,138	314,279
Less: Debent. int.	45,235	46,250
Bd. disc. & exp.	3,009	3,083
Deprec.	35,571	31,714
Net inc. before dev. w/o	139,323	233,232
Less: Recov. of dev. cost reserve	37,350	55,943
Devt. w/o	27,492	152,559
Amort. re lease, etc.	1,550	2,122
Acq. costs w/o	6,202	13,650
Prov. for subs. loss	36,320	......
Add: Profit re asset sale	567	20,206
Net profit & surplus	30,976	29,164
Times Debent. Interest Earned*:		
Before deprec.	4.93	6.80
After deprec.	4.15	6.11

*After other interest.

Earnings per Share and Dividend Record:		
Common	$0.013	$0.012

CONDENSED BALANCE SHEET

As at Dec. 31:	1954	1953
Cash	$60,647	$67,518
Accts., rec., etc.	34,126	42,209
Mkt. sec.♦	4,535	4,535
Short term notes	397,756	393,142
Total curr. assets	497,064	507,404
Investments	331,914	322,160
Leases & rights▲	117,190	67,976
Prodn. equipment*	188,754	215,969
Dev. expend.†	604,184	619,710
Inc. exps.	2,023	2,023
Def'd chges.	35,600	40,083
Total assets	1,776,729	1,775,325
Total curr. liab.	42,684	37,255
Funded debt	890,000	925,000
Capital surplus■	384,805	384,805
Earned surplus	98,153	67,178
Capital stock	361,087	361,087
*After deprec. of	121,836	103,349
†After reserve of	183,421	231,722
▲After amort. of	2,570	27,318
♦Market value	18,565	19,387

■Arising from conversion of 2,300,000 shares of no par value to shares of 15 cents par and from conversion of $325,000 prin. amt. of 5% conv. s.f. debentures into common shares.

	1954	1953
Working capital	454,380	470,149

AN ENVELOPE FOR EVERY BUSINESS NEED

Always specify "SAFETY SEAL" envelopes. Write us for further literature, samples and prices.

NATIONAL
PAPER GOODS LIMITED
Hamilton, Toronto, Winnipeg, Montreal, Calgary, Vancouver

The Co-ordinator

NODULAMA

To illustrate the practical value of our advice to subscribers, **here is the whole story about one stock.** See how plain, specific— and profit-making — it is.

DEC. 3, 1954—On this date, with Nodulama at .35c, we wrote: "A significant move has started, which we think will extend well into next year. Buy it, preferably under 40c. Tentative target is $1.00 by April."

MAR. 18, 1955. Nodulama had risen to .57½c. We wrote: "The rise is on. Hold and buy more on reactions. As was stated in Advice Lists, target for the advance is at least .90c. No profit-taking can yet be advised."

APL. 29, 1955. The stock was now at .89c. We wrote: "Previous forecasts last December and six weeks ago that advance would continue to $1.00 are beginning to pay off to clients who followed our advice to buy. The outlook that the rise will continue is good, but holding only at present prices is advised."

NODULAMA went on to a high of .95c. Note how we saw its potential value months ahead, told our subscribers, and then **followed-up.** Clients are now holding at 120% profit, and will be advised when to sell. Taking risks is no part of our service— acting safely and making cash profits IS. You, too, could have acted safely, and more than doubled your risk capital in four months. For a 4-weeks Trial Subscription,

FILL IN AND MAIL THE COUPON BELOW — TODAY

THE CO-ORDINATOR, 21 King Street East, Toronto FP-18C-55

Please send me a 4-week TRIAL SUBSCRIPTION for which I enclose $3.00.

NAME ....

ADDRESS ....

This is the Otis Electronic Zone of Detection (Illustrated in phantom) This zone extends in front of the leading edges of both hoistway and elevator car doors from floor to shoulder height. When a passenger enters this zone of detection the electrical effect of the passenger's body energizes a series of electronic tubes. The tubes in turn permit the passage of current to operate the relays that control door operation. The result? The doors politely and obediently reverse before they can touch the passenger. This zone travels with the car and provides double-door protection at each floor.

Traffic speeding doors that can't be matched

FOR HIGH SPEED OPERATORLESS ELEVATORS

It doesn't make good sense to combine high speed elevators with slow closing hoistway and elevator car doors.

Seconds saved at each elevator stop can add up to hours of faster service in a busy building.

That's why Otis Electronic Elevator Doors are designed to encourage people to step livelier—and speed traffic.

Otis Electronic Elevator Doors—*with the electronic zone of detection*—need stay open at floor calls only long enough to permit a single passenger to leave or enter the car. Then they start closing. This alerts other passengers to step lively.

However, as long as *the electronic zone of detection* (as illustrated in phantom) senses the presence of other passengers in the doorway, both hoistway and elevator car doors keep reversing politely and obediently without touching the passengers. Then they start closing again. And the instant the last passenger has entered or left the car the doors are closed—*and the car speeds away!*

This unmatched traffic speeding—*obtainable only with completely automatic* AUTOTRONIC *elevators*—is available at only slightly extra cost above such standard equipment as rubber-edged contact doors and electric rays.

More than 250 new and modernized office buildings, hotels, hospitals, banks and department stores have given AUTOTRONIC elevators an overwhelming vote of confidence —*by buying Autotronic!*

Your local Otis office has the details.

Otis Elevator Company Limited
Head Office and Works: Hamilton, Ontario

Otis
COMPLETELY AUTOMATIC
AUTOTRONIC®
ELEVATORS

Lake Cinch Airlifts Part of Mining Plant 2nd Drill Starts Work, 3rd Now Planned

With an extensive surface drilling program continuing to provide impressive uranium ore intersections, Lake Cinch Mines has taken steps to expand its exploration program and to speed underground development.

All items of equipment for the mining plant have been purchased. Some is being air-freighted in, the balance is expected when navigation opens about June 8. Kilborn Engineering is now engaged in laying out plans for buildings, headframe, etc., and a crew is being assembled by J. C. Black, Violamac manager, who will act as general superintendent.

A second drill has now been placed on the property to accelerate ore delineation, and exploration, and a third is planned.

Lake Cinch has over $700,000 on hand which the management feels will be sufficient for the entire underground development program. There are 803,505 shares remaining in the treasury. No options are outstanding but Violamac has first refusal on any additional financing.

Of 12 drill holes put down by Lake Clinch on which results are now available, all but two intersected ore. One of the two "misses" was drilled parallel to the ore zone rather than across it while the second was in a faulted area. At least three of the holes show outstanding widths and grade; emergence of a second ore zone above the Vimac (graphite) zone is a feature.

Unexpected Ore

When work was done by predecessor interests, comparatively narrow, high grade ore bodies were being sought. Only high-grade sections were thus usually sampled and intervening material was ignored. Further drilling results have already indicated big widths of ore.

In its work, Mining Corp. had estimated tonnage for two ore lenses in the same line of strike but with a gap between. Lake Cinch has definitely demonstrated that there is no gap. No. 1 hole of Lake Cinch, put down in the 50-ft. gap between earlier holes, returned 0.535% or $77.58 per ton over a core length of 43.83 ft.

This 43.83 ft. represented all the core sampled in the hole and ran from 57 ft. (where bedrock was entered) to 100.83 ft. The intersection was secured in the new upper zone with the hole collared in ore. Last sample at 100.83 ft. ran 0.5% U_3O_8.

Actually, the hole was drilled a further 229 ft. and additional sampling of core will be necessary to secure the entire ore picture. The lowest value in the part sampled ran 0.09% U_3O_8.

A second hole from the same location was a shallower one and indicated that values improve with depth. The hole was drilled to only 132 ft. and two samples cut gave 0.11% over 3 ft. and 0.18% over 2.5 ft.

No. 3 hole was drilled in the gap area but 40 ft. northeast of No. 1 reported above. It intersected the graphite zone with 32.1 ft. of core from 154.8 ft. to 187.5 ft. averaging 0.163% or $23.56 per ton. Deeper in the hole were other interesting intersections: 0.48% over 1ft. at 224 ft.; 5.36% over 1.5 ft. at 228.3 ft.; and 0.13% over 2 ft. at 242.5 ft.

No. 8 hole was drilled in the gap between Nos. 1 and 3 holes and gave outstanding results. There was a core length of 94 ft. (from 125.5 ft. to 219.5 ft.) averaging 0.135% or $19.63 per ton.

No. 4 hole was drilled 55 ft. northeast of No. 3 hole but wasn't collared far enough back to catch the upper zone. The lower zone at this location showed 0.15% U_3O_8 over 8.5 ft. with 2 ft. of lost core included at nil. No. 11 hole, drilled underneath, gave far better results as outlined later.

Both Nos. 5 and 6 holes were drilled parallel to the ore zone for structural information and were not necessarily expected to cut ore values. However, No. 5 hole showed 0.237% over 4.2 ft. and another section of 0.326% over 5.5 ft.

Better "M. C." Results

No. 7 hole was 120 ft. southwest of No. 1 hole and shows improved results over the Mining Corp. drilling in this section. In the upper zone, a value of 0.395% over 4 ft. is reported with only part of the zone sampled. Lower down there was 12.5 ft. of 0.334% from incomplete sampling.

No. 8 hole was reported earlier. No. 9 hole was a shallow hole 30 ft. southwest of No. 1 which collared in ore. It returned 0.417% or $60.47 over 27 ft. Earlier in the hole were 2ft. of 0.23% followed by an unsampled 21-ft. section, then the ore section mentioned first.

No. 10 hole drilled into a fault. It got the upper zone but values for it have not been computed.

No. 11 hole was drilled 50 ft. behind No. 4 hole (95 ft. northeast of No. 1) and gave 0.141% or $20.45 over 12.7 ft. in the upper zone starting at 171.3 ft. The hole was later deepened to the graphite zone where 74 ft. of core has returned better than $20 to the ton at the $7.25 a lb. price for uranium oxide.

No. 12 hole, deepest reported by Lake Cinch to date, and the hole which showed values continuing to depth, secured intersections in both the upper and Vimac zones. Located 120 ft. behind No. 3 hole, this hole gave 0.17% over 6.9 ft. in the upper zone and 0.168% over 13 ft. in the graphite zone.

In addition to the 12 holes now released, Lake Cinch is known to have completed a number of further holes. Results on these are now being correlated.

Drilling as outlined above has represented close investigation of over 300 ft. Taken with the earlier drilling along a length of 630 ft., it has permitted the reported ore estimate of approximately 200,000 tons of a better than $40 grade.

With the enlarged drilling program, Lake Cinch will be striking out to establish extensions of its known areas including investigation of the River zone further along strike.

Black Bay Now Opening Ore In 2 Raises, Adit

It now looks as if Black Bay, with its enlarged mining program, is finally coming to grips with the downward extensions of its high grade pitchblende showings.

Leon La Prairie, resident manager, recently informed Toronto head office as follows: "Both 'C' and 'B' raises are making ore and also the round from the drift is being dumped for ore."

The fact that ore is being opened in the adit doesn't come entirely as a surprise. The adit drift had been following about 4 ft. of graphite at the contact and high readings had been secured recently on the geiger counter. It is estimated that the ore now being opened is about 500 ft. down the dip of the surface disclosures.

Incomplete detail is available in Toronto but it is believed that "C" raise is in ore about 120 ft. down dip of "C" occurrence from surface.

An additional $150,000 was placed in the Black Bay treasury last week and there is now over $1 million in the treasury with all new equipment paid for.

Noranda Holders Approve Split on 2-for-1 Basis

At a special meeting preceding the annual meeting, Noranda Mines authorized a split in the company's shares on a two-for-one basis. Shareholders were informed that the only "complaint" on the split had been from someone who thought that more than two shares should be issued for each present share.

The decision to issue two shares for one was due in part to the fact that the Toronto Stock Exchange will permit a stock split on the basis of two shares for one without calling in present shares. The split will be effective May 14 with shareholders of record May 13 receiving an equal number of further shares to that shown on the company's books.

While an increase in authorized capital to six million shares was approved, an official declared company did not intend to use any of the additional shares for financing purposes now but wanted to have the extra stock available for new opportunities.

Noranda stock has risen from $80-$82 in January to $92.50. There are now 2,239,772 shares outstanding; after the split there will be 4,479,544 new shares outstanding, and 1,520,456 new shares in the treasury.

Net earnings for the first quarter of 1955 were estimated at $1.46 a share which compares with a total of $2.93 a share for the last half of 1954. A dividend of $1 a share has been declared payable June 15 to shareholders of record May 13.

Mr. Murdoch was critical of present high prices for copper:

"I believe the major producers recognize that current prices are excessive and detrimental to the best interests of the industry. Temporary high prices bring out little extra metal and prejudice both traditional and new uses for copper.

It was suggested by Mr. Murdoch that a quotation should be published which would show the average price at which world production is being sold. This would assist in stabilizing the price, it was thought.

Repair of the St. Lawrence submarine cables will be started as early as possible and hydro power should be available to Gaspe Copper Mines early in July, it was stated. Milling of ore began on April 17 at about 1,500 tons a day. Mr. Murdoch reported that results had been good and "indicate that highly efficient mill performance may be expected in regular full-scale production."

Parker Is Named Inco Vice-Pres.; McCadden Compt.

Election of Ralph D. Parker as vice-president of International Nickel Co. of Canada, and Walter A. McCadden as comptroller was announced by Dr. John F. Thompson, chairman, following the organizational meeting of directors.

Frederic Benard and G. Alan Harcourt have been elected assistants to the vice-president, and Walter O. Hardacre as assistant works auditor.

Mr. Parker continues his existing post of general manager of Canadian operations. He is president of Canadian Nickel Co. Ltd., exploration and prospecting subsidiary of Inco.

Mr. McCadden, new comptroller, has been assistant comptroller since August, 1949, succeeding Cameron R. Whitehorn who chose to retire under the company's retirement system.

Mr. Benard and Mr. Harcourt were assistants to the general manager of the company's Canadian operations.

Mr. Hardacre came to International Nickel Co. in 1953 from Price Waterhouse & Co., Toronto.

33 ft. Radioactive In Conecho Hole

An intersection of 33 ft. of radioactive conglomerate and quartzite between 1,026 and 1,059 ft. is reported for the C-13 hole of Conecho Mines on its Quirke Lake property.

Assays are not yet available but Scintillometer readings are stated to vary from low to moderately high. The hole is continuing in quartzite at 1,137 ft.

The progressive thickening of the quartzite below the argillites in the last three holes is considered encouraging by company engineers since this feature suggests development of a conglomerate basin toward the west where, on completion of hole C-13, the succeeding hole will be drilled.

HEAVY DUTY
ROLLER CONVEYORS
There's a McKECHNIE CONVEYOR for every type of industry . . .
Write for Catalogue No. 33
JAMES A McKECHNIE LIMITED
61 RALEIGH AVE., TORONTO 13, Phone AM. 1-7219

PRINTING *plus* SERVICE
We offer a top-notch sales staff who can capably interpret and advise on your printing — dependable delivery schedules — competitive prices with consistent high quality.
MACLEAN-HUNTER COMMERCIAL PRINTING DIVISION
Toronto EM. 3-5981
Montreal UN. 6-9841

...And Looks So Lovely, Too!

It's not just the exciting ride that makes Chevrolet dramatically new. For when Chevrolet decided to combine the agility and safety of a sports car with the room and comfort of a family car, the designers were free to set the pace for things to come in functional, dashing styling. The result is a new kind of family car, as you will discover for yourself when you take a "Pleasure Drive" at your local dealer's. Why not call him today?

A GENERAL MOTORS VALUE

motoramic Chevrolet

Again this year, Canadians continue to buy more Chevrolets than any other car!

C-2155B

SEE YOUR LOCAL CHEVROLET DEALER

Canada's Fastest Growing Farm Publication:

La FERME

UP 37,405

in net paid circulation Dec. 1951 to Dec. 1954

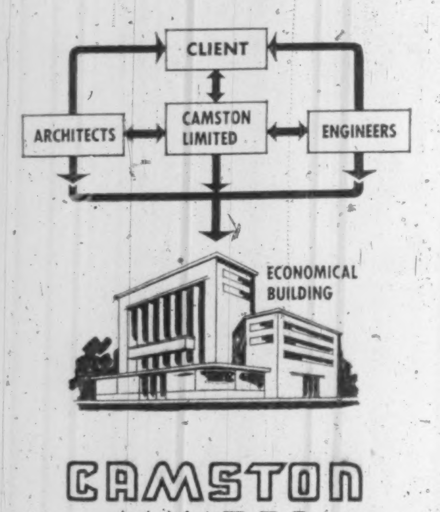
La FERME, up-and-coming French farm monthly magazine, is Canada's fastest growing farm publication — English or French; and it serves Canada's fastest growing farm family market.

La FERME

Ontario Manager
George K. O'Brien
517 Confederation Life Bldg.
Toronto — EMpire 6-5327

Director of Advertising
Walter G. Blennerhassett
909 Mount Royal E., Montreal
UNiversity 6-7321

SAVE —TIME —MONEY



CAMSTON LIMITED

2916 BLOOR ST. W., TORONTO

LEASEHOLDS GENERAL CONTRACTORS ENGINEERS

LETTER FROM LONDON

By Adelphi

LONDON—How much does Doctor Gallup know? The worthy doctor, or at any rate his organization, has been careening round these islands finding out how the electors will vote in the general election.

Just before the announcement of the election date the Gallupers did a survey that gave the Conservatives a comfortable lead. But now there seems to have been a change of mood.

If there is no further change, the Socialists, according to the Gallup Poll, have almost wiped out the Tory lead.

Personally I think there is no real alteration. The Conservative organization is efficient and the press is overwhelmingly pro-Tory. No matter how the newspapers may tilt at them the burden of their song is: "Vote Tory or you will be sorry."

Union On Strike, Strike For Pay

The most difficult factor to estimate is the unrest in the ranks of organized labor. The newspaper strike was an ugly thing and the wounds have not healed with the resumption of publication.

For example, the Week-End Mail, which is an offshoot of Lord Rothermere's Daily Mail, will not appear this Saturday. Believe it or not one of the unions has struck because the Week-End Mail gave its "workers" their ordinary pay for Easter Saturday (when no work could be done because of the strike) instead of the usual increased rate for holiday work. If that is not the higher lunacy then we ought to abolish our lunatic asylums.

One might imagine that all this labor unrest would influence the waverers among the electorate to vote Conservative. But that is not necessarily what will happen. With some reason on their side the normal voter may say: "If organized labor is going to be difficult let us put in the Socialists to deal with it."

That is a timid point of view but you can see the appeal it would make to the superficial thinker and the weak of purpose.

Then there is television to consider. Prime Minister Eden is going to appear twice on this medium and he should please the eye and the ear. Presumably Attlee and Gaitskell will appear on the screen for the Socialists. On balance Eden should win that battle.

Income Tax An Election Issue

The Socialists are concentrating furiously on the theme that by taking 6d off the income tax the Chancellor spent his surplus helping those who have, and giving nothing to those who have not. The £10,000-a-year man has become the favorite theme of the Socialist argument.

Look at the wretched creature (the £10,000-a-year fellow) drinking champagne at breakfast, eating oysters and caviar for lunch, and heaven knows what for dinner. Look at him going to Monte Carlo and playing at the tables.

The fact that the £10,000-a-year bloke has probably made his money building up a business and giving employment to many people does not matter. Only the unfortunates, the unlucky and Les Miserables should be given encouragement.

In fairness it must be remembered that the Socialist Party is facing something in the nature of an internal crisis. From the time of its birth to the present day it has only been in real power, with a clear majority, for six years — 1945 to 1951 inclusive. By contrast the Conservative Party was in absolute power from 1922 to 1929; then it dominated a so-called Coalition Government from 1931 to 1935; and after that had absolute power again from 1935 to 1945. And now it has ended another term of office which began in 1951.

Some Socialists Face A Personal Crisis

It is small wonder that those Socialists who give their full time to politics, and they are many, are faced with something of a personal crisis.

Men like Gaitskell, Dalton and Morrison draw the same miserable parliamentary stipend as back benchers. In some cases the trade unions help them out with a small allowance but Attlee, as Leader of the Opposition, is the only Socialist who draws more than the MP's parliamentary stipend. As a former prime minister he has a pension of £2,000 a year.

Therefore if the Socialists are beaten on May 26 there might be an internal convulsion. Heads could roll in the sands and we may see the rise of the sansculottes under Danton Bevan.

The Liberal Vote Can Go Either Way

One final factor remains. In a majority of the constituencies there will be no Liberal candidate at all and, therefore, the Liberal voter will have to choose between the Labor candidate and the Tory. My opinion is that he will probably vote Tory on balance, in the belief that another Socialist defeat would force the Socialists to form a partnership with the Liberals. Thus we would see the emergence of something like "The Liberal-Socialist Party."

That would be a sensible thing and, therefore, I do not think it will happen. There is nothing so stubbornly Conservative as a Liberal unless it is a Socialist.

Just to add the final note in this discordant symphony of politics, we have the trade unions who are the principal financial supporters of the Socialist Party. Although they would not admit it in public the trade union leaders do not want a Socialist government. For one thing nationalization is the threat of death to trade unionism. How can you make demands across the table when there are no wicked employers but only the State which is administered by the Socialists?

Tories by 47 Says Adelphi

Perhaps you in Canada can see more clearly through a telescope than we can with our microscopes. But despite all the currents and cross currents, and despite the thunder of the Gallupers I still adhere to my original forecast that the Tories will be returned by a majority of 47. Of course it might be 46 or 48 but I think it will be 47.

* * *

To end on a more tranquil note do not be surprised if you hear that Lord Beaverbrook, with a mask and cudgel, has waylaid Sir Eric Bowater and done him in.

The elegant, swan-necked Sir Eric, the newsprint king, announced this week that the profits of his companies increased during the year by £13 millions.

Not a word about a reduction in the newsprint price. The Daily Express opened fire on him with every gun in action.

* * *

Now I must go to the opening of this year's Royal Academy. It will be fun to witness the usual bloody battle between those artists who have been hung and the others who think the winner ought to have been hanged.

ST. ROMUALD, QUE., School Board has sold $350,000 3-4% bonds due 1956-75 to group headed by Garneau, Boulanger Ltd. at net cost of 4.1%. Provincial grant of $189,273. Net funded debt June 30, 1954, $183,500, population 5,130.

Maritime Elec. Bonds Offered

MONTREAL (Staff) — Maritime Electric Co.'s new $2.5-million issue of 4% 20-year first mortgage sinking fund bonds has been offered publicly at 99.50 and accrued interest by Royal Securities Corp.

Proceeds will be used to retire $1,907,500 of 4½% first mortgage bonds and $293,000 of 5½% general mortgage bonds, both due in 1956, and to repay loans. The issue will become the company's only outstanding funded debt.

Gross operating revenue in 1954, according to the prospectus, totaled $2,021,275, against $1,884,093 the previous year. Operating expenses and depreciation were both higher, and net profit at $209,086 was down very slightly from $212,723.

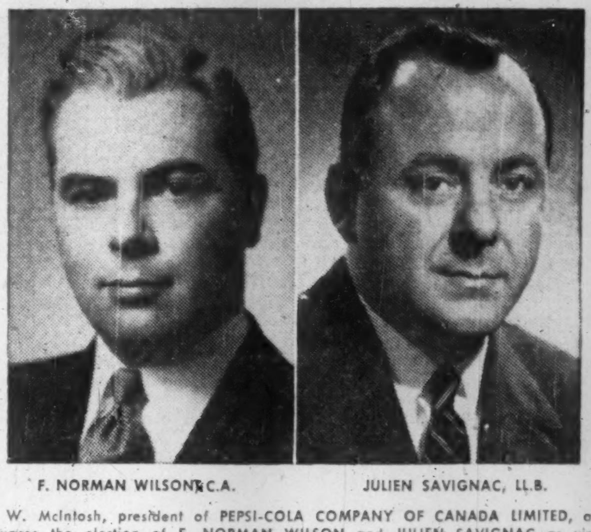
Annual interest charges on the new issue will total $100,000. Against this, average earnings before interest and taxes but after depreciation for the last five years totaled $423,231 annually.

Five turbo-generators owned by Maritime Electric have a combined capacity of 15,000 kw; an additional 7,500-kw unit is on order for 1956 delivery. Capital expenditures for 1955 are estimated at about $500,000, of which some $430,000 is expected to be available from operations.

Outstanding capitalization will now include $2.5 million 4% first mortgage bonds, due 1975; $750,000 5% cumulative redeemable $100 par preferred stock; and $350,000 common stock, $100 par.

ANNOUNCEMENT

ELECTED VICE-PRESIDENTS OF PEPSI-COLA



F. NORMAN WILSON, C.A. JULIEN SAVIGNAC, LL.B.

F. W. McIntosh, president of PEPSI-COLA COMPANY OF CANADA LIMITED, announces the election of F. NORMAN WILSON and JULIEN SAVIGNAC as vice-presidents. Mr. Wilson was with Clarkson Gordon & Co., chartered accountants, prior to joining Pepsi-Cola Company in 1951 in the position of comptroller. Mr. Savignac was admitted to the Bar of the Province of Quebec in 1937 and joined Pepsi-Cola Company in 1947, heading its secretarial and legal division. Both men served in the Royal Canadian Navy during the Second World War and retired with the rank of Lieutenant-Commander.

THE BUSINESS CLIMATE

As a steady reading diet, The Financial Post is a nourishing source of accurate information. It brings you informed comment on today's market and business climate, helps you to work more efficiently, to plan wisely, to profit.

Yearly by mail $6. 2 years $11.

Let us supply your hardwood dimension!

HILL-CLARK-FRANCIS, as dimension specialists, can mass produce component wood parts at lower cost than most manufacturers of completed products.

HILL-CLARK-FRANCIS hardwood dimension is precision made to your specifications. It is kiln-dried and ready for assembly . . . you cut transportation, inventory and overhead costs.

Let us quote on your requirements.

Hill-Clark-Francis LIMITED

Sales Offices: 2510 Yonge St., Toronto, Ont. Phone MA. 6551
Home Office and Factory: New Liskeard, Ontario

. . . for example Hill-Clark-Francis produced these machined parts for a Television Cabinet.

COMPANY REPORTS

To assist readers in appraising and ments, The Financial Post has a uniform method of presenting corporation accounts. Variations from the companies' published reports are footnoted.

Public Utilities

NORTHLAND UTILITIES LTD., Edmonton, consolidated net profit of $150,411 for 1954 was 41.6% higher than 1953 net of $106,233.

Capital expenditures totaled $854,269 and include cost of two small new systems and additions to other gas systems in the Grande Prairie division, reports President Walter H. Schlosser. Gas is now supplied to 3,292 customers.

The generating plant and electrical distribution system at Valleyview, in the centre of Sturgeon Lake oil field, was purchased. Substantial growth is reported in the operation of Uranium City property in which the company holds a substantial interest. Work has begun on an extension from Grimshaw to Manning.

During 1954 an agreement was reached with Canadian Utilities Ltd. for a joint electric generating program to supply the entire Peace River area. Two 1,250 kw units were installed and it is planned to install an additional 2,500 kw unit to bring capacity of the station to 6,000 kw at the end of 1955.

At the end of 1954 the company was supplying electric service to 5,766 customers.

NORTHLAND UTILITIES LTD.
CONSOLIDATED INCOME ACCOUNT

Years Ended Dec. 31:	1954	1953
Gross revenue	$1,365,312	$1,058,324
Net earnings	544,213	401,858
Less: Depr.	199,196	160,820
Amort. of bd. disc.	4,077	2,908
Interest	65,339	51,300
Income tax	125,190	80,597
Net profit	150,411	106,233
Pref. dividends	21,876	16,868
Com. dividends	28,604	27,922
Surplus for year	99,931	61,443
Times All Interest Earned:		
Before deprec.	8.33	7.83
After deprec.	5.28	4.70
Earnings per Share and Dividend Record:		
Preferred	$37.60	$27.94
Paid	5.50	5.50
Common	2.46	1.73
Paid	0.55	0.55

CONDENSED CONS. BALANCE SHEET

As at Dec. 31:	1954	1953
Cash & Dom. bds.	$22,100	$23,275
Accts., etc., rec., less res.	175,993	219,364
Inventories	83,524	140,906
Total curr. assets	281,617	383,545
Prepaid expenses‡	6,721	7,946
Misc. assets	70,854	72,228
Invests. in other cos.	39,408	......
Cash re s.f.	......	733
1st Mtge. bds.	167,500	12,000
Fixed assets†	2,900,988	2,403,966
Total assets	3,467,088	2,880,418
Bank overdraft (sec.)	26,348	97,981
Accts., etc., pay.	281,698	201,164
Int. on bonds	29,947	25,656
Total curr. liabs.	337,993	324,801
Deferred liabs.	137,619	120,428
Res. for line ext.	127,965	125,972
Funded debt	1,556,460	1,243,500
Capital stock	924,570	896,300
Capital surplus	36,807	44,061
Earned surplus	345,674	125,536
†After deprec. of	753,022	602,781
Working capital	‡56,376	58,744

‡Incl. in curr. assets in co's report.
‡Excess of curr. liabs. over curr. assets.

CALLANDER FOUNDRY & MANUFACTURING CO. of Guelph, Ont., has changed its name to Rockwell Manufacturing Co. of Canada Ltd. It was purchased in November, 1953, by Rockwell Manufacturing Co., of Pittsburgh. Products now include various Rockwell power tools and meters in addition to products originally manufactured under the Callandar name.

Now every room and office can be comfortable

Iron Fireman SelecTemp heating has a thermostat in every room

The *ultimate* in heating comfort—*a thermostat* in every room—is both simple and practical with the Iron Fireman SelecTemp heating system. Occupants of each room or office can select any temperature desired, at any time. Rooms stay at the selected temperatures. Each room unit automatically compensates for heat gains and losses caused by changes in outdoor temperature, cold winds and warmth from the sun—increasing or decreasing heat output.

SelecTemp Highlights

THERMOSTAT IN EVERY ROOM. Temperatures can be varied in every room to fit the "activity plan" and personal preference of the occupants.

MODULATED HEAT. Air circulation is continuous. Both temperature and volume of air are automatically modulated, as required to offset heat loss from room.

FILTERED, CIRCULATED AIR. Individual room air circulation prevents transmission of odors or bacteria from other rooms. Air is cleaned by a spun glass filter in each room unit. Filtered outside air can be introduced if desired.

BOILER LOCATION. Boiler can be placed in any desired location, with proper distribution of heat to every room. Year-around domestic hot water coils available. Fuels: Gas, oil or coal. Ideal for use with Central District steam.

LOW POWER COST. No electricity required to operate circulating fans. Nonelectric thermostats.

LOW INITIAL COST. Easily installed in either new or old construction. Small soft copper tubing (¼ inch I.D.) carries steam to individual room heater units. Return lines are ⅛ inch. Substantial savings in installation costs.

LOW FUEL COST. Temperature easily reduced in unused rooms. Overheating is eliminated.

AUTOMATICALLY BALANCED. No special adjustments of dampers, valves or orifices required to balance heating system. Each unit continuously regulates heat needed for each room. Automatically compensates for external heat sources such as fireplace or solar heat, without affecting temperatures of other rooms.

ECONOMICAL INSTALLATION AND OPERATION

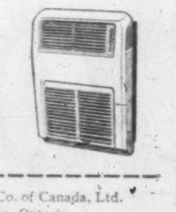
Regardless of the type or size of structure; office building, hotel or apartment house, school, hospital, or house, SelecTemp heating can be economically and efficiently installed. Flexible copper tubing, smaller than your little finger, carries low pressure steam to each room unit.

In addition to individualized heating comfort SelecTemp brings substantial operating savings. The fuel waste resulting from overheating (symptom: occupants open the windows), and the unnecessary heating of unused space, is eliminated. A fan in each room unit, operated by a steam turbine, continuously circulates filtered warm air. No electricity is used for fans or thermostats.

ASK FOR FULL INFORMATION

Before choosing a heating system for any building or residence, whether new construction or being modernized, it will pay you to get the facts about the Iron Fireman SelecTemp—a completely new concept in heating practice. Just mail the coupon or write.

Iron Fireman® SelecTemp® MODULATING ZONE HEATING



Send for free booklet

Iron Fireman Manufacturing Co. of Canada, Ltd.
80 Ward St., Dept. 34, Toronto, Ontario.

Send literature on Iron Fireman SelecTemp heating.

Name ______

Address ______

City ______ Province ______

STAINLESS STEEL FOR UNTAINTED FLAVOR

Battery of stainless steel 18/8 containers types 304 and 316, polished both sides, 75 to 200 gal. capacities, supplied by L'HOIR to Stuart Brothers Co. Limited, Montreal, as part of an installation for distilling terpeneless essential oils.

Stuart Brothers Co. Limited has established an enviable reputation for the uniform excellence of their flavors and extracts supplied to bottlers and the ice cream, confectionery and baking trades. Much of their success depends upon selecting carefully made processing equipment which will not impart the slightest taint or foreign flavor to the final product. Manufacture of food processing equipment to the most exacting specifications is a L'HOIR specialty which has enabled us to number among our customers many of the country's largest food firms.

L'HOIR Inc.
LEVIS, QUEBEC

A name to know and remember for STAINLESS STEEL and NICKEL ALLOY PROCESS EQUIPMENT

The Financial Post

Vol. XLIX | Publication Office: Toronto, May 7, 1955 | No. 19

Feature Report on Japan

Japan's Problems Crucial For Western World

Perched on the eastern rim of Asia, 4,900 air miles and about 22 hours from Vancouver, are the islands of Japan. They are the home of 88.6 million people, of a civilization centuries old, of an economy which, by modern standards, is less than 100 years old; of a nation which has fought four major wars in the last 60 years.

In 1954, Japan was Canada's third largest customer, buying $100 millions from us, mostly in food and materials for industry. Canada bought about $20 millions from Japan.

More than 70 Japanese exhibitors will show at the Canadian International Trade Fair, May 30 to June 10.

Japan's problem is also a problem of the western world. Evidence of this basic, urgent interest is the meeting of the International Chamber of Commerce in Tokyo starting May 16.

Some 800 delegates from 30 countries will be attending.

The Canadian delegation, headed by R. C. Berkinshaw, president and general manager of Goodyear Tire & Rubber Co., numbers around 50 and next week flies Vancouver-Tokyo by Canadian Pacific Air Lines.

On this and succeeding pages, The Financial Post presents a special report on Japan as seen through Canadian eyes.

Last month C. C. Milne, news editor of The Post, spent three weeks in Tokyo, Osaka, Kyoto and other Japanese centres talking with officials of government and business; and getting acquainted with Japanese people at work and play.

By C. C. MILNE

Japan's problem can be put into a few words:

—too many people;

—not enough natural resources.

Everything in the pattern of the new Japan is woven around those basic facts. This pattern is a complex structure of the accidents of geography, of an ancient history, and a way of life, and of the material needs of a nation trying desperately to improve its standards and keep up with the modern world.

There are some fundamental facts about Japan, which must be understood before today's pattern emerges.

The total area of the four islands which make up Japan is 144,550 sq. miles. (Newfoundland, 148,000 sq. miles.) Of Japan's total area, only 24,000 sq. miles is land on which food can be grown. The rest is mountains, forests and cities.

And 88.6 millions are trying to live off that land. That's nearly 4,000 people to the square mile of arable land; 50% more than Switzerland or Holland; twice as many as in the United Kingdom; 45 times as many as in the United States; 70 times as many as in Canada.

Japan's teeming millions are crowded into big cities—eight million in Greater Tokyo's 796.5 sq. miles, four million in Osaka.

They are crowded onto the flat lands that reach very quickly from the mountain ranges of Japan to the ocean.

And they are crowded even on the steep slopes, in picturesque cities such as Atami, the hot springs resort, or on tiny farms, clinging to a spot on the hillside.

Under those conditions, the Japanese draw strength from the past.

Simple Life of the Past

They lean on the past. It was a simple satisfying life based on the closely knit family, on Shinto—the worship of nature, and Buddhism, a religion of calm meditation.

The simple life is reflected today in the typical small Japanese home. One room serves as living room, dining room and bedroom. Sliding doors along the walls open into storage space for felt bed mats, cooking utensils and clothing. The floor is covered with a woven straw mat (a good mat will cost $10 a sq. yd.). A large earthen pot, filled almost to the top with sand, holds the charcoal for heating and cooking.

Rarely is the woodwork painted; natural wood, to the Japanese, is a thing of beauty.

There are few wall decorations: perhaps only one treasured print or tapestry. In a small alcove may be a miniature shrine or a few flowers and branches on which many hours were spent on arrangement.

For food, they depend on fish, rice, wheat, barley, soya beans and vegetables, all served with a variety of sauces. Food takes 48.5% of the average income; 12% goes for light, fuel and housing.

That is not the Japan the tourist will see from his excellent Western-style hotels or fine Japanese inns. But it is the basic Japan of the 88 million.

On the old Japan, the New Japan of the past 100 years has, in many ways, made but little impression.

That New Japan came to life in 1868, when the doors of the island nation were opened to the western world.

The Japanese soon adopted much of the educational system of the West (particularly Germany), railway lines (British) and industrial technology from all parts of Europe and the United States.

So, less than 100 years ago, Japan, which had been an isolated compact community, exchanging culture and trade only with its close Asiatic neighbors, suddenly entered the maelstrom of international trade.

That rapid change from a feudal, farm and fishing community with a few simple industries such as textiles and pottery, to an industrial nation soon raised one major problem: food.

It is still the biggest problem in Japan. Despite its intense agriculture and world leadership as a fishing nation (discussed elsewhere in this issue), Japan must import 20% of its food.

Here is the 1954 record of production and import of major food commodities:

Item	Domestic Output	Imports
	(000 tons)	
Rice	11,500	1,432
Barley	2,500	764
Wheat	1,500	2,187

To get that food, Japan must pay in foreign exchange, earning that exchange by exports. But here again the pattern becomes complicated.

When Japan opened her doors to the Western world in the 1870s, she immediately began to develop an industrial machine based on Western technology and standards.

Now, to maintain that machine, she must import:

—90% of the petroleum it uses;

—50% of the coking coal, 65% of the iron ore for the iron and steel industry;

—all the raw cotton.

Until she gets those imports, Japan has little to offer in the way of exports. Pottery and porcelain, silk, cultured pearls, oranges, optical glass and timber—these are the major exports of native materials.

日本とカナダの貿易は、相互繁栄の基を爲す活きた原動力である日本の國、實業、産工業、そして國民生活等をカナダ人に詳しく紹介する爲に「ファイナンシアル・ポスト」紙は茲に此の特集記事を記載した「ファイナンシアル・ポスト」は、實業界、金融界及び一般社會事情を報ずることに於てカナダ全國第一流の週刊新聞である

編集主幹

The above panel in Japanese is a brief message from the Editor. It speaks about trade between Japan and Canada and tells about the purpose of this feature report.

In all, industrial raw materials last year cost Japan $1,100 millions—46.8% of all her imports.

Because of that high percentage of imports, Japan is very vulnerable to international price changes. That's particularly true in items like raw cotton or iron.

And once the imported raw materials reach Japan, they enter the main stream of a complex economy.

The Big Question of Price

The complications of that economy stand out in any attempt to analyze costs.

The charge most often made against Japanese goods is that they are produced by low-wage workers. By Canadian standards, they are low: $50 a month in some industries, or less than one quarter of the Canadian pay.

But that cash wage is only one part of the cost structure in Japanese industry. Here are some of the others:

—There are many fringe benefits which alter the picture substantially for the employee and the employer.

—Much industrial equipment is obsolete.

—By our standards the cost of borrowed money, essential in the formation and operation of most businesses, is enormously high.

The fringe benefits stem from two factors: traditional responsibilities of employees inherited from the feudal system, and the postwar growth of militant trade unions. For many large companies, the benefits include housing projects or dormitories for their workers, food markets at wholesale prices, hospitals and medical care and recreational facilities.

Prewar, Japanese industry worked a 58-hour week; now it is 49 hours.

The war created a paradox in the industrial machinery of Japan.

Equipment which remains from prewar and which was not damaged is largely obsolete and worn out, not capable of efficient, high-speed production.

Because capital cost and financing charges for new equipment are so high, modern factories find it difficult to compete with the older ones.

High interest rates? Japanese banks have almost always paid out around 6% as the interest rate on long-term savings deposits. (In Canada it is 2%.)

When business goes to the bank to borrow money, it pays 9% and up. In 1951 the peak was 18.25%.

Industry was forced to depend on the banks when postwar inflation wiped out private savings and the accumulated capital of corporations. (On the base 1933 = 100, Tokyo retail price index rose from 2,900 in 1946 to 47,000 in 1951; is now 50,400.) Few people had money to invest in the stocks and bonds which would normally provide the capital for new buildings and new equipment. At one point, the banks of Japan had out on loan more than 125% of their total assets.

There are encouraging signs in this respect: total national savings increased from $300 millions in 1947 to $2,400 millions at the end of 1953.

The recovery of business is reflected also in the following table showing the source of supply of industrial funds:

Raised by:	1947	1951	1953
		($ millions)	
Stocks and shares	25.1	193.5	460.5
Debentures	—	99.9	114.7
Bank loans	345.0	2,094.0	2,382.0
Own capital	112.0	1,378.0	1,785.2

All these add up to the fact that while monthly cash wages may be low, Japanese industry has paid a high price for its recovery so far, and the final price of its products cannot be cheap.

The Fight for Exports

But since exports are essential to Japan's life, export industries have been encouraged in many ways, by subsidies, by government loans at lower interest rates and by priorities on the foreign exchange they need to import raw materials.

In another move to put Japan back into the international trading area, the Government looks with favor on some "mergers." In most cases, these are mergers of some of the new companies which were formed when the occupation authorities split up the big companies.

When Japan lost the war, she lost much of her supply of "domestic" raw materials and a large "home" market.

Before the war, Japan had Formosa with rice, sugar and timber; Korea with iron ore, minerals and rice; Saghalien with coking coal and timber and Manchuria and Kwantung as spheres of influence with coal, pig iron, steel products, salt, soya beans, etc.

In 1953, the United States supplied 66% of coal imports, 99% of soya beans and 38.8% of iron ore imports.

Japan recognizes that without U. S. aid the nation would have been in chaos at the end of the war. Expenditures by the occupation forces and mutual aid funds (more than $4,500 millions indirect aid and military procurement) and technical assistance helped to speed the rehabilitation. But the occupation is over; U.S. forces are there now only as part of a mutual defense agreement.

Japan is not optimistic over the outlook for more trade with the United States. If she is admitted to the Geneva Agreement on Tariffs and Trade this fall, it may help, but her sales to the whole dollar area have been running less that 50% of her purchases from the area (in 1954: $561 millions to $1,411 millions).

In contrast, Japan had a favorable balance of trade with both the sterling area and the open-account area last year. Exports to the sterling area were $492.7 millions; imports, $433.2 millions; exports to the open-account countries $575.5 millions; imports, $554.9 millions.

That is where Japan is looking.

She hopes to resume her position as the workshop of Asia, selling such items as light machinery and textiles, buying food and raw materials.

To pave the way for an expansion of trade in Southeast Asia, the Japanese Government is now trying to settle the question of reparations with the Philippines and Indonesia.

Trade with China

Tougher questions are involved in what many Japanese see as their closest and biggest market—the 500 million of Communist China.

There are now two major obstacles to resumption of Sino-Japanese trade:

—Although Russia declared war on Japan only a few days before the country surrendered (August 1945), the Soviet has refused to discuss a peace treaty.

—Standing on the side of the U. S., Japan recognizes the Nationalist Government of Chiang Kai-shek on Formosa. In effect, she could not trade with Chiang's enemy without U. S. approval.

The Democratic Party Government of Premier Ichiro Hatoyama, is pushing Russia for a peace treaty. In the treaty, Japan will ask for the return of all war prisoners, the return of some of the islands which Russia received (at Yalta) for her brief participation in the war, and the right to fish freely in the Northeast Pacific.

A special trade group in Japan is working vigorously for the China deal. But the Government is moving cautiously — and watching its own Communists closely.

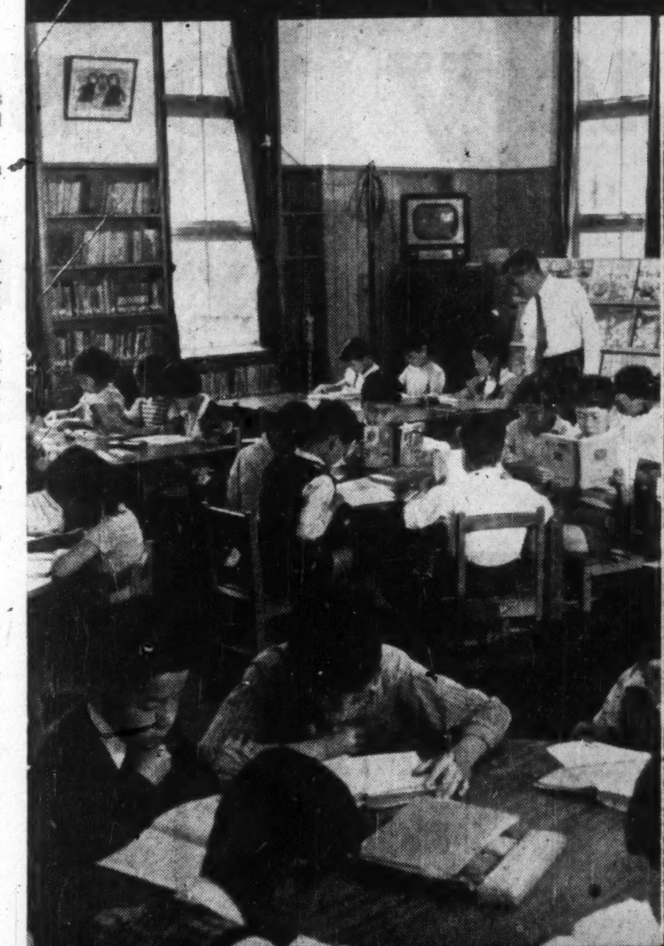
In the election in February this year, the Communists received 733,000 votes, or less than 2% of the total. But, as in other countries of the free world, the strength of the party is hard to judge.

The Japanese themselves are not afraid of Communism from within.

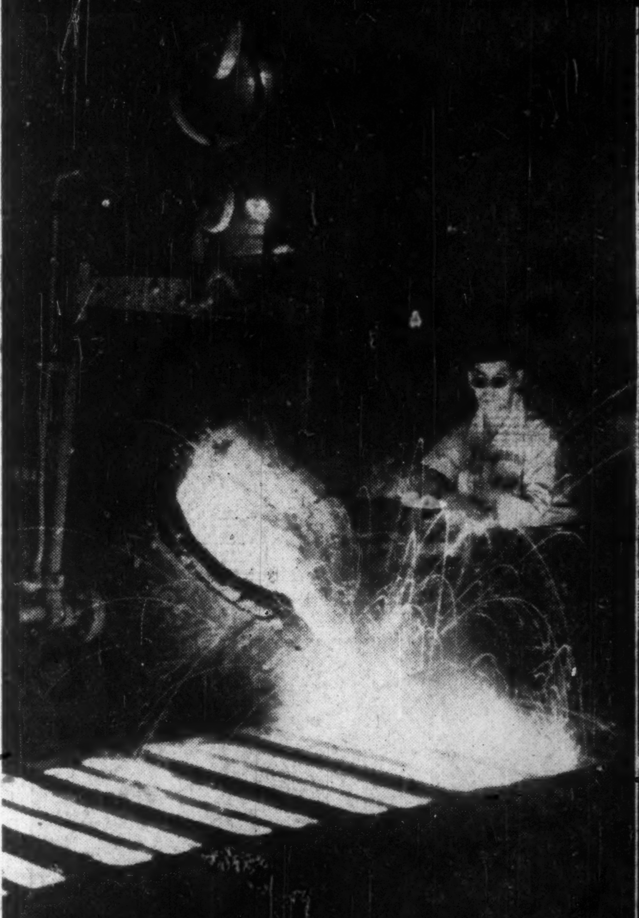
They look to trade with the free world to help them rebuild their economy, to provide jobs and a rising standard of living for their people.

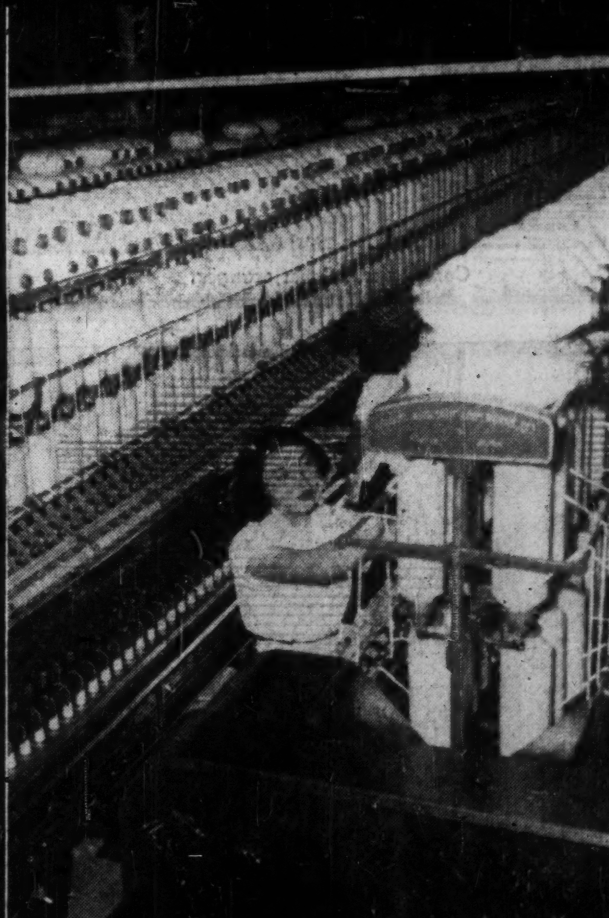
"We are not asking for charity," a leading government official in Tokyo told me. "We made a mistake 15 years ago in following our leaders blindly. We have paid and are paying for that mistake. The facts speak for themselves. Japan must trade to live. If the free world will not trade with us, then . . . ," and he shrugged his shoulders expressively.

The problem: large population in little space

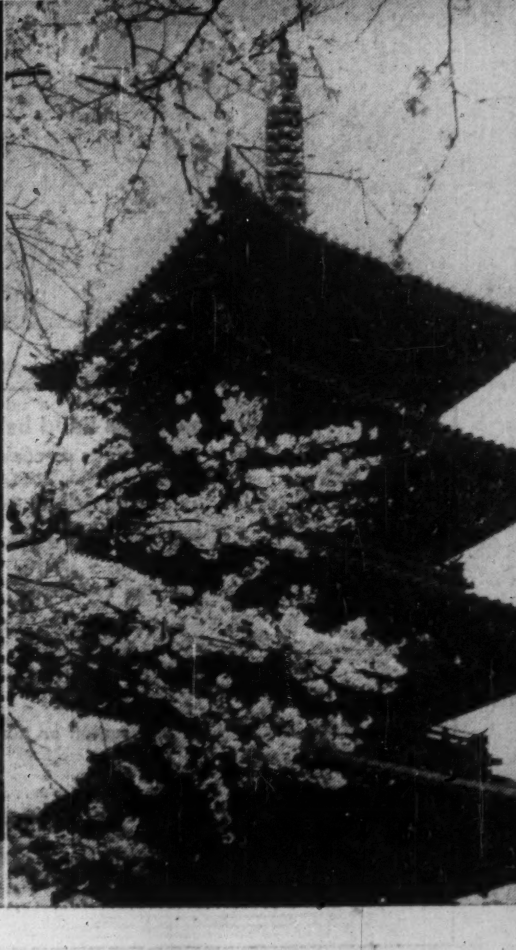


Their big business in steel and textiles





A culture and history out of the centuries

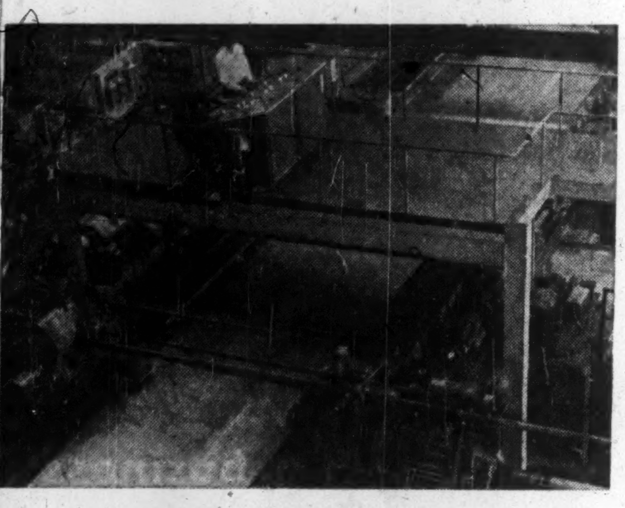


The Course of Japanese Affairs Will Profoundly Affect Relations of West With All Asia — World Trade Is Crux

JAPAN'S INDUSTRY is ready to serve Canada

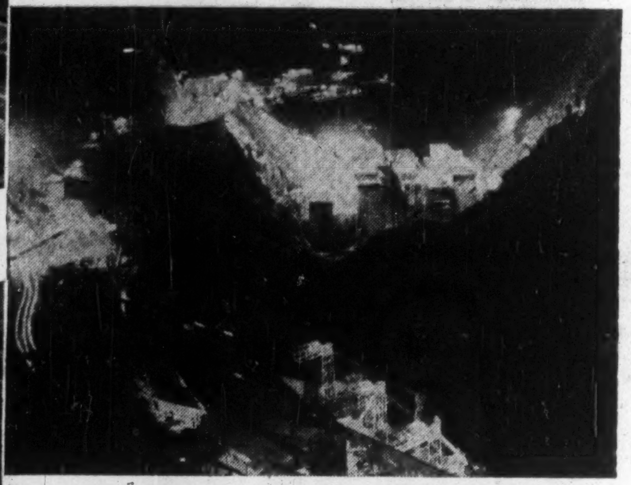
Many high-quality Japanese products to be exhibited at 1955 C.I.T.F.

Yawata City, Iron Centre.

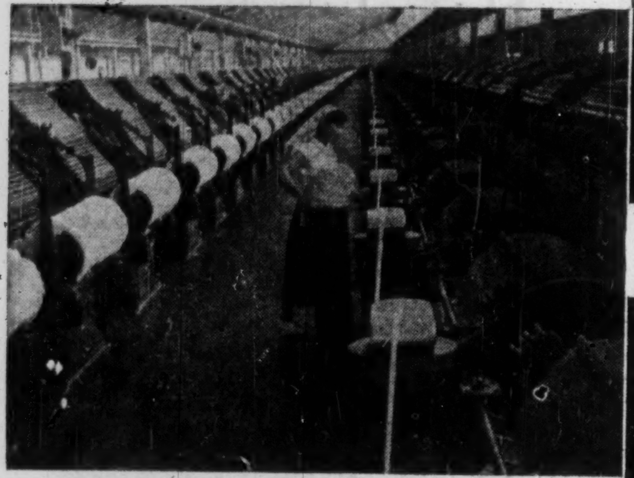


Rolling Mill.

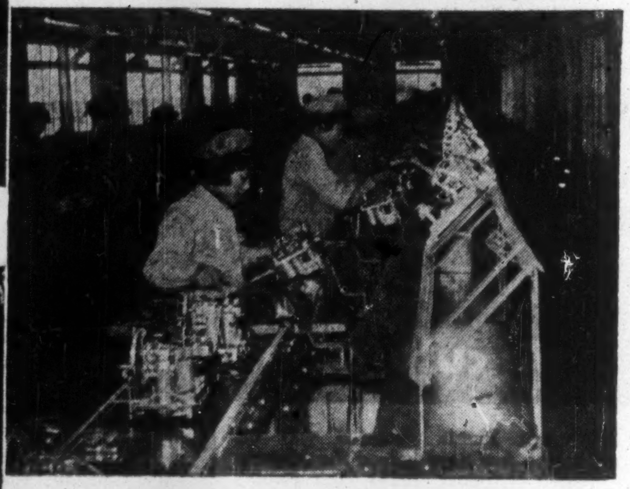
Canning mandarin oranges.



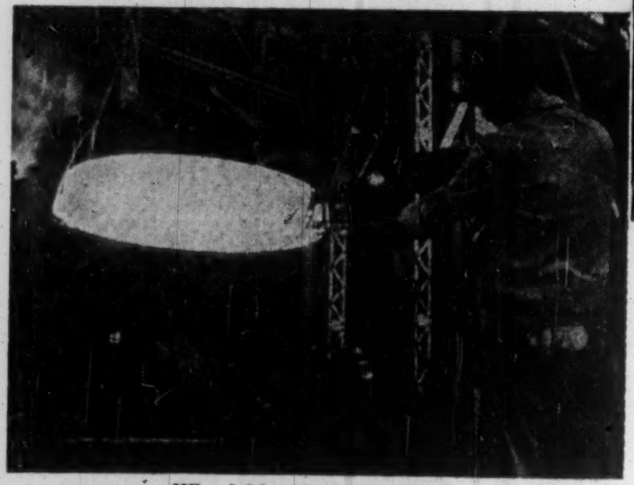
Generating Plant.



Spinning Mill.



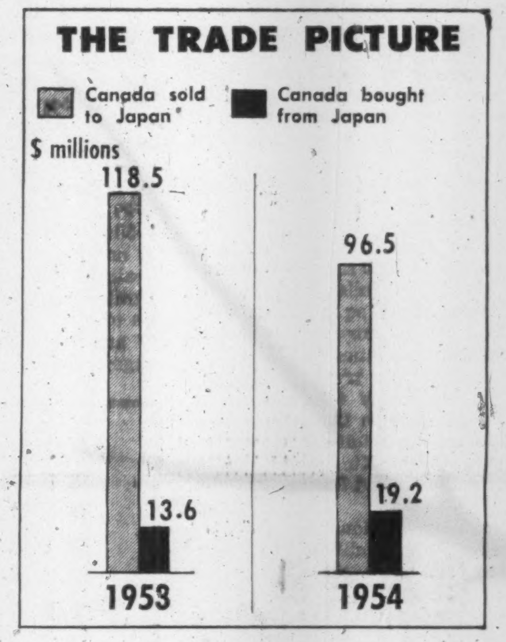
Radio Assembly.



Wheel Manufacturing Plant.

Japan has already participated in the C.I.T.F. four times, and this year we are participating for the first time on a large scale. High-grade Japanese machinery will be exhibited for the first time, and there will be numerous first-class items such as fine silk yard goods, pearls, chinaware and cameras. Come and see these Japanese products. We are confident they will be of great interest to you.

In the postwar years, the Japanese political problem has been focussed on the rehabilitation of our national economy. Today, ten years after the end of the war, we have not only recovered from war damages, but mining production has exceeded 160% of the prewar level. Such rehabilitation is evident not only in production figures, but also markedly in improved quality. Although in prewar years, Japanese merchandise was criticized as "cheap but of poor quality", (and it seems that some Canadians still have that impression), today "best quality at a fair price" is the motto of all Japanese manufacturers. They are able to produce and are producing quality merchandise comparable with anything produced in Canada or any other country, as you will realize upon reading this supplement. There are some who are of the opinion that the cheap prices of Japanese goods are on account of slave labor, but this is completely erroneous, for with labour laws similar to those of Europe and America, the workers are protected and their position vastly improved. We are extremely anxious that you Canadians have a true understanding of the Japanese industries of today.



Trade balance between Japan and Canada improved; but for every $4.00 purchased by Japan, Canada buys only $1.00

In 1953, Canada sold 8.5 times as much to Japan as Japan sold to Canada, thus showing a marked trade imbalance. In 1954, this improved to quite an extent, showing a ratio of 1:4 but still in a state of imbalance. Japan is Canada's third best customer but Canada is not necessarily a good customer of Japan. Purchasing Japanese goods will mean that Canada will be able to sell more to Japan. We hope that Canada will buy from Japan more and more of the products needed for the development of your country, and thus promote the steady progress of Canadian-Japanese trade.

Booths showing Japanese Exhibits at C.I.T.F. are as follows:

Machinery: Trade Fair Hall E-4, central, Aisle 41, 6 booths, E-3, central, Aisle 36, 2 booths.

Textiles, Sundry Goods: Trade Fair Hall W-1, left of central passage, Aisle 12 and 13, 33 booths.

In W-1 section, there will also be a Travel Booth and a Japanese model room of modern design. The latter will serve as an Information Room for business inquiries and the distribution of trade literature. Personnel from the Japanese Consulate in Toronto and the Japanese Trade Fair Committee will be available for information service.

If any further information is required relating to trade with Japan, or concerning Japanese industries, kindly contact any of the following offices:

Any of the publications listed below will be mailed upon request. (Free of charge for business organizations or companies.)

Ministry of International Trade and Industry, Tokyo, Japan.

1. Please send me the following publications:

- ☐ Trade and Industry of Japan
- ☐ Trade Guide (Directory)
- ☐ Textile Japan
- ☐ Machinery Japan
- ☐ Optical Instruments of Japan
- ☐ General Merchandise of Japan

2. Please send me information on the following industry: ....

Name ....

Firm: ....

Address: ....

EMBASSY OF JAPAN,
Room 701, Metcalfe Building, 88 Metcalfe Street, OTTAWA, ONTARIO. Tel. Ottawa 3-6214, 6215, 6216

CONSULATE OF JAPAN,
Fifth Floor, 180 University Avenue, TORONTO, ONTARIO. Tel. EMpire 3-7080, 7039

CONSULATE OF JAPAN,
Room 1401, Standard Bldg., 510 West Hastings Street, VANCOUVER, B.C. Tel. TAtlow 5868-9

Nature Plays Tricks With Coal

Freak Seams, Poor Quality Add to Its Cost

In 1940, Japan ranked fifth among the world's coal producing countries.

Today, this important basic industry is struggling with a number of major problems. And on its success will depend much of Japan's industrial future.

Since it has no petroleum, natural gas and no large undeveloped sites for hydro-electric power, Japan must look to coal as its major fuel. And high-cost, poor-quality coal adds to the cost of every item it touches.

It is a complicated picture. Here are some of the facts:

—Nature gave Japan plenty of coal — reserves are estimated at 15,000 million tons — but it is poor quality.

—Narrow seams dip sharply into the ground — not like the great relatively flat beds which Dominion Steel & Coal Co. mines off Canada's East Coast.

—During the war, the mines were wasted by reckless digging.

—Until recently, there has been little mechanization or modern methods.

—In 1953, some 43.5 million tons were produced by 330,000 miners, or an average of 132 tons per man. (Canadian production is about 600 tons per man.)

—Because of the low output per man and lack of mechanization, labor cost per ton mined is more than $8 in Japan against $3.50 U. S. and $5 U. K.

—High grade coking coal of which Japan has little, costs $20 ton, against $18.50 for U. S. coal delivered in Japan.

—As with most of Japan's industry, the capital behind the coal industry was wiped out by postwar inflation. The high cost of borrowing money has held back modernization and mechanization.

To get the industry back on its feet, and in that way lower costs to aid other industries, the Government has adopted a rehabilitation policy. Since 1951 it has allowed special depreciation, subsidies and tax exemption for imported machinery.

With these incentives, the industry is making slow but steady progress.

To understand some of the basic problem of mechanization, it is necessary to take a closer look at the coal fields themselves.

Of the reserves of 15,000 million tons, more than half are in Hokkaido, the most northern of Japan's four main islands, and 6,000 million tons are in Kyushu, the most southerly island. Official estimates suggest that less than 40% of these reserves are workable, and they are at the further disadvantage in that they are each 700 miles or so from the main industrial area of Tokyo-Yokohama and Osaka-Kobe.

The coal is 93% bituminous, from the tertiary period, of low carbonization.

Coal beds normally lie almost flat — an inclination of about 10 deg. — but in Japan some stand straight up and down. In Hokkaido, inclinations of 45 to 90 deg. are not uncommon.

The seams are thin curves running into the ground, adding to the problems of mechanization and working conditions.

All surface deposits have been exhausted in North Kyushu, the main producing region, and mining is now done at depths up to 2,000 ft. Slanting shafts are being replaced by vertical lifts, adding to the time and cost of getting the coal to the surface.

Mountainous Japan has as many "breaks" in its structure under the surface as it has on top, and these add to the hazards of coal mining — so much so that it has been called the "world's worst natural conditions" for coal mining.

In all, Japan has nearly 1,000 coal mines, operated by some 600 companies and individuals, with output ranging from two million tons per mine to small operations of several thousand tons.

Most of the production, however, comes from 19 companies which turn out about 88% of the coal.

The 10 leading companies are:

Company	No. of Mines	Output (000 tons)
Mitsui Kozan	6	5,329
Mitsubishi Kogyo	15	4,710
Hokkaido Tanko Kisen	11	3,302
Sumitomo Sekitan Kogyo	10	1,823
Meiji Kogyo	10	1,658
Joban Tanko	2	1,616
Ube Kosan	3	1,503
Furukawa Kogyo	5	1,300
Nippon Tanko	3	1,108
Nittetsu Kogyo	3	1,010

Prewar, the major companies operated on a basis of 70% of their own capital, and 30% borrowings from the banks. That position is almost reversed. In the four years from 1950 to December, 1954, the outstanding loans and discounts of the coal industry at the banks had increased from 39,000 million yen to 71,900 million yen, of which 60,359 millions was in operating funds (roughly, from $108 millions to $200 millions, with $167 millions in operating funds) according to the Bank of Japan.

The Way Back

The industry has received some $140 millions since 1946 from the Reconstruction Finance Bank, the U. S. Aid Counterpart Fund and the Japan Development Bank, all government investment agencies, at an interest rate of 10% a year. Of this, little more than $33 millions has been repaid.

In spite of their heavy debts and the high cost of borrowing money, the major companies are continuing their drive toward mechanization, and since September, 1949, when the price of coal was decontrolled, have increased their equipment investments by $40 millions.

The producers hope to raise the efficiency of their mines at least to the levels of Britain and Germany. To do that, per capita output must increase threefold.

Part of the blame for lower per capita output in Japan goes back to the war days, when the mines were stripped of that coal which was best and could be obtained most quickly.

Then, since the war, four factors have become noticeable:

1—Under the Labor Standards Act, an eight-hour, three-shift system replaced the 10-hour, two-shift system. Thus it became necessary to hire more workers and train them.

2—Mining is being carried on at greater depths, with more loss of time getting to the working face.

3—Quality of coal is lower, and more coal is rejected at the screening plant.

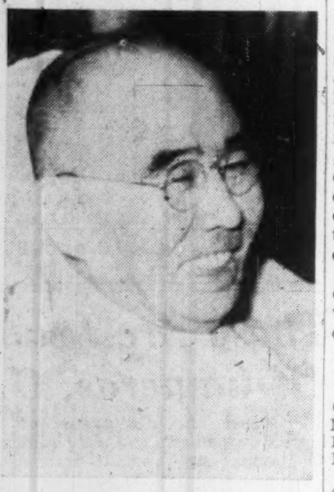
4—More surface workers and other indirect employees.

More than 75% of the Japanese coal mine workers belong to the militant and powerful Japan Coal Mine Labor Union (Tanro), which is affiliated with the General Council of Japan Trade Unions (Sohyo). Tanro led major strikes in the autumn of 1952 and winter of 1953 to secure slight wage increases.

In December, 1954, cash earnings of workers in the petroleum and coal industry (as listed by Bank of Japan) were $54 a month. But special earnings for the month total $68. Those "special earnings" appear in every industry, and must be considered to correct the distorted picture that Japan is a low-wage country. While cash wages are low by Canadian standards, output is also low. And production costs are increased by the heavy welfare services, housing programs, etc. paid by the companies.

A Message to Canada

By HON. TANZAN ISHIBASHI
Japanese Minister of International Trade and Industry



Mr. Ishibashi

On the occasion of the publication of The Financial Post's special Japanese supplement, I take pleasure in conveying to the people of Canada the good wishes of the Ministry of International Trade and Industry.

Canada and Japan, each bordering on the Pacific, have long been united in bonds of friendship. And these happy relations have become closer with the growing volume of trade between our two countries. This trade however, continues to show a wide imbalance roughly six to one in Canada's favor, and in the best interests of a healthy national economy, Japan must endeavor to narrow this gap.

For this reason I am anxious to emphasize the fact that since the war Japanese products have greatly improved in quality. Constant efforts are being made through strict inspection of exports and other means, to ensure that only high quality goods are sent to Canada.

I believe that Canada is one of the most important markets for Japanese quality products and I hope that the Canadian people will become much more fully acquainted with the wide range of attractive merchandise that today we have to offer.

This will be the fifth successive year that Japan has taken part in the Canadian International Trade Fair. On May 30 we shall be displaying a wide selection of our latest and best products in more than 40 booths. This is twice as many as we had in 1954.

I feel confident that a visit to the Japanese display at the C.I.T.F. will prove both interesting and profitable. I am hopeful that it will lead to an increased volume of trade between our two countries, and that in the process the welfare of our two nations may be greatly enhanced.

Swift Recovery In Oil Industry

The petroleum industry in Japan is now turning out four times as much as it was in 1950.

That's one measure of the postwar comeback of this important section of the industrial economy.

The big handicap is that 90% of the crude oil used must be imported—paid for in foreign exchange.

Imports of crude oil increased from 11.5 million barrels in 1950 to 43.1 million barrels in 1953, while imports of oil products increased in the same proportion to 21 million barrels.

The big increase followed the widespread use of fuel oil and kerosene as heat sources to replace high-priced coal, plus increased use of gasoline for automobiles.

Japanese refineries on the Pacific Coast were closed by the Occupation authorities in 1946, and were not allowed to reopen until 1949. Controls on price, production and distribution remained in effect until 1952.

Japan's Income Tax Burden

Japan's income tax goes to work, at the source, on annual incomes of $300 or more. That is the basic exemption. Other deductions are allowed for dependents, etc., similar to the Canadian system, but the scale reflects the low per-capita income in terms of Canadian dollars.

In 1952, 97% of the 8.8 millions who paid income tax had annual incomes below 300,000 yen ($883). The majority of taxpayers, with taxable income of $600 to $700, pay at the rate of 35% to 40%.

The following table shows the percentage of income tax paid on about the same yearly income in various countries:

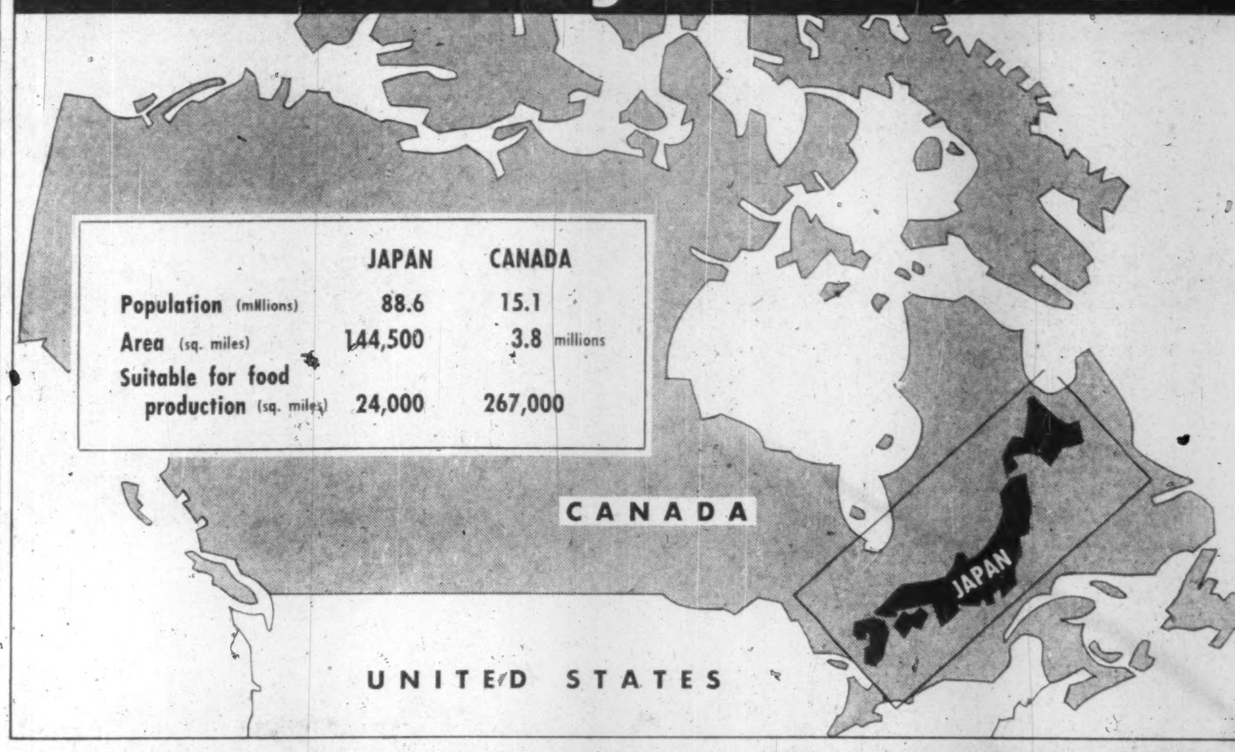
Yearly Income	Division	Japan %	U.S.A. %	Great Britain %	West Germany %	Canada %
$300	Single Taxpayer	2.5	...	...	...	...
	Married, childless	...	...	...	...	...
	Married, 2 children	...	...	...	...	...
$600	Single Taxpayer	9.4	...	2.8	4.8	...
	Married, childless	5.1	...	...	2.4	...
	Married, 2 children	...	...	...	0.7	...
$1,200	Single Taxpayer	19.4	8.8	9.5	12.4	2.8
	Married, childless	16.8	...	5.5	9.5	...
	Married, 2 children	11.8	...	...	4.7	...
$2,400	Single Taxpayer	30.9	14.4	19.7	23.9	10.2
	Married, childless	29.1	8.9	14.9	21.4	2.8
	Married, 2 children	25.9	...	7.4	16.6	0.7
$3,600	Married, childless	34.5	12.6	21.6	29.0	7.9
	Married, 2 children	33.2	5.2	15.7	25.4	6.3
$6,000	Married, childless	40.7	15.6	28.2	36.2	12.6
	Married, 2 children	39.7	11.1	24.5	33.8	11.7
$10,000	Married, childless	46.7	18.2	40.5	43.0	17.2
	Married, 2 children	46.1	15.3	38.8	41.4	16.4

Represent Japan in Canada

TENZO YOSHIDA
Japanese Consul in Toronto

J. INAGAWA
Japanese Consul in Vancouver

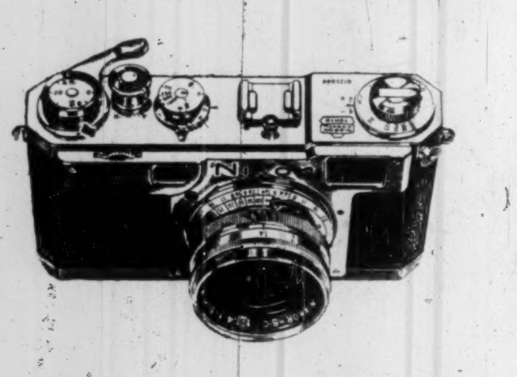
Our Island Neighbor to the West



Nikon

MODEL **S2**

With the famous NIKKOR lens 50mm F/1.4 or F/2 as standard equipment



Combines More Proven Advantages Than Any Other 35mm Camera

Life-Size Image—
Largest of any 35mm camera with optical finder 1 : 1 ratio.

Single Stroke Lever Transport—
One short stroke advances film and winds shutter.

Rapid Film Rewind—
Crank lever rewinds 5 foot roll in less than 30 seconds.

Positive Synch Selector—
Assures absolute synchronization with all types of flashbulbs at all shutter speeds.

NIPPON KOGAKU TOKYO

NIPPON KOGAKU K. K.
TOKYO, JAPAN

Makers of research microscopes, contour projector, surveyors' transits, prism binoculars, and other fine optical and ophthalmic instruments.

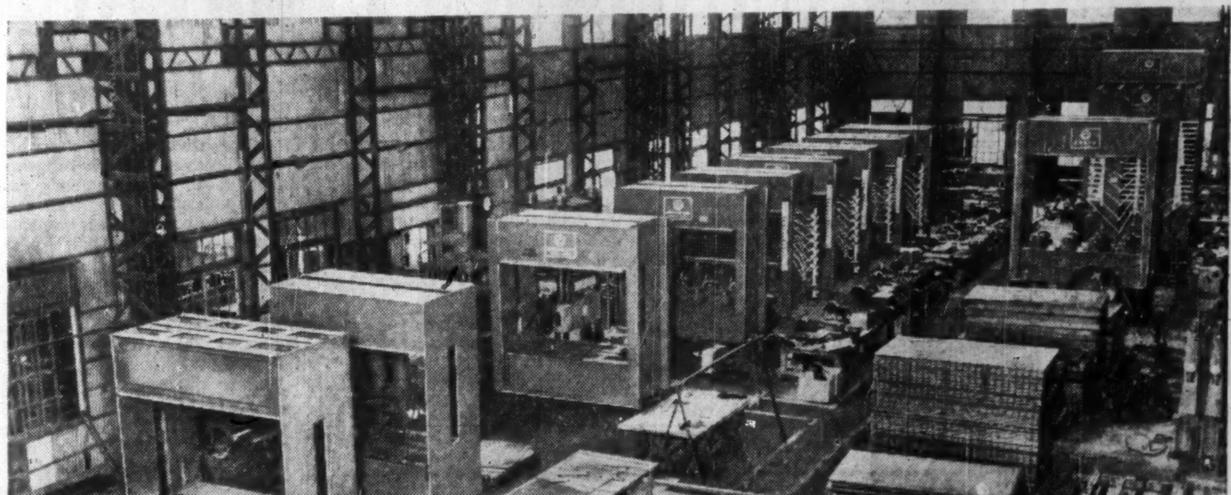
Complete Facilities for Foreign Exchange Business

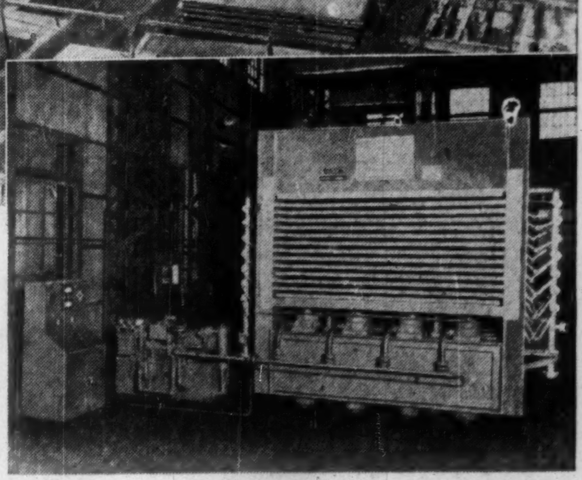
Established: 1876
President: Kiichiro Satoh
97 Branches throughout Japan

Overseas Branches & Representative:
Branches: London, Bangkok and Bombay
Representative Office: New York

THE MITSUI BANK, LTD.

Head Office: Nihonbashi Muromachi, Chuo-ku, Tokyo, Japan
Cable Address: MITSUIBANK



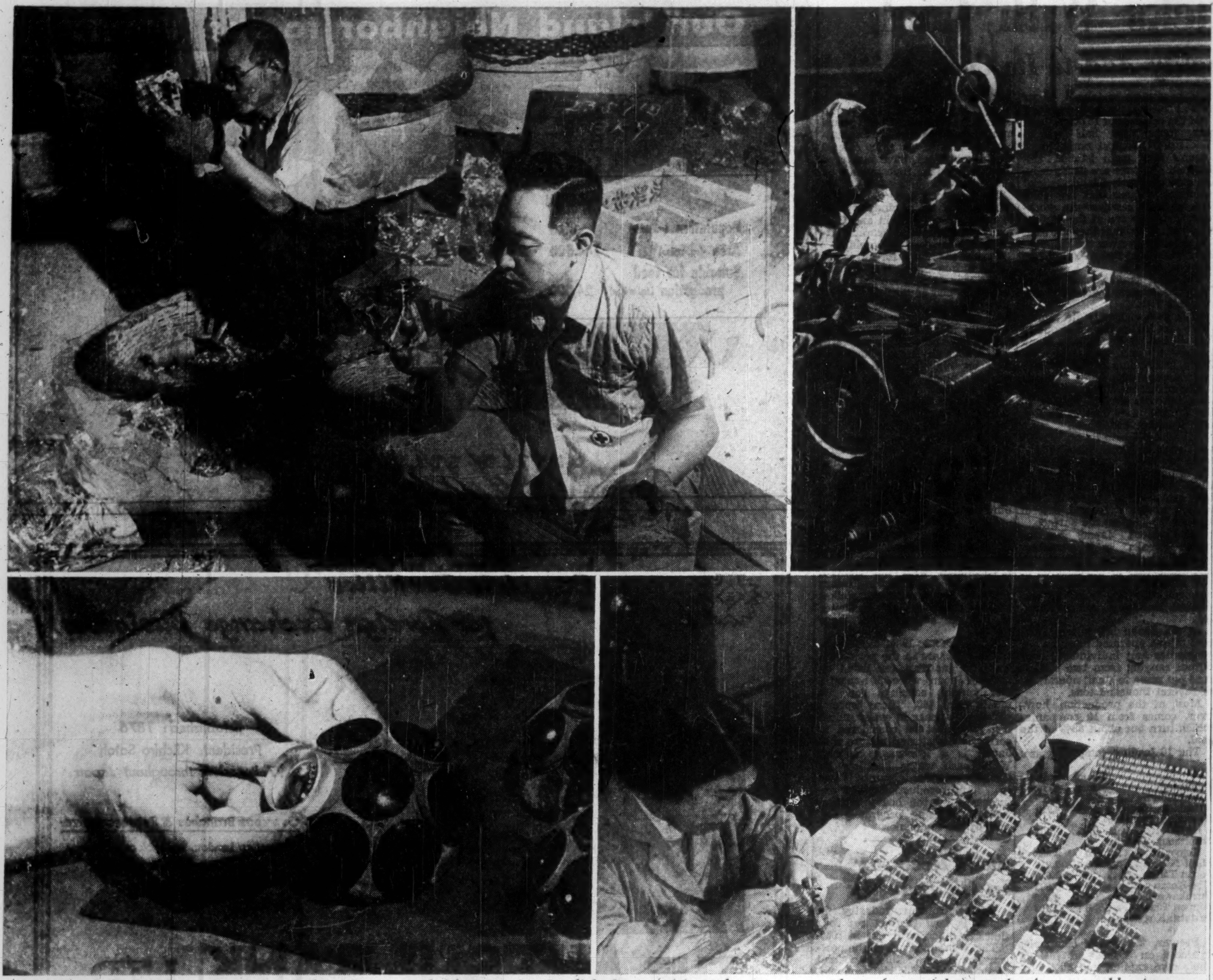


Do you know
the Quality-first designed
"MEIKI" HOT PRESSES?

MEIKI HOT PRESSES have long been widely used by all plywood, chipboard and hardboard manufacturers in Japan. This shows what kind of presses MEIKI manufactures and what position MEIKI maintains among the same line of industries. The above picture shows MEIKI hot presses in mass production in MEIKI shop where continuous study is being made for development of new designs. Come and see our Booth Nos. 3362 - 3364 at the 8th Canadian International Trade Fair, Toronto and also Booth No. 2134 of the Trade Fair in Tokyo and consult us about this quality press.

名機 **MEIKI CO., Ltd.**

Head Office: Shioiricho, Mizuhoku, Nagoya
Branch Offices: Tokyo, Osaka



FROM THE PURE Japanese native silica glass is made and fashioned into rough lens shapes (top left), ground and polished to precision tolerances (bottom left), carefully built into camera lens sockets (top right) ready for assembly into finished camera.

Optical Goods Strong New Export Arm

Japan Earns World Reputation For Precision, Quality

Out of World War II has emerged one of Japan's strongest export industries: optical goods and cameras.

Production of optical lenses began in Japan during World War I, with establishment of the Optical Glass Laboratory in the Naval Arsenal in 1915. However, for the next 25 years Japan remained a good market for German, British and U. S. goods.

The development of radar by the Allied powers during World War II was one of the major factors behind the Japanese drive into optical goods. The Japanese Navy, baffled by radar, demanded an optical lens which would enable the human eye to "see" in the dark, to combat the efficiency of Allied radar.

Huge sums were spent on research and development. They did not succeed in their project, but they laid the foundation for the present Japanese industry which now earns foreign exchange in most countries of the world.

Its rapid growth is indicated in the fact that camera production in 1951 was worth about $6 millions, in 1953 it was worth $20 millions, and 1954 showed continued expansion.

Camera Export

Although Japanese cameras had been in the big U. S. market shortly after the war, it was not until the Korean war of 1951 that they were "discovered" in a big way. Then, U. S. photographers and correspondents in the war zone tried the better Japanese cameras, and found them excellent.

The big strides in Japan have been made in the 35mm field, with Nikon and Canon leading the way with cameras which compete favorably with the best miniatures of other countries.

Backed by the war-born research, the lenses in most Japanese cameras are equal to or better than competitive price cameras in almost every field.

The Japanese silica, or sand from which the optical glass is made, is extremely pure, and the glass is produced by the batch process from crucible melting pots. After the melt, the glass is cracked out of the pot, and the broken pieces are sorted for purity and sent into the processing stages.

In the final polishing, a tolerance of only 1/10,000 mm is allowed on the lens surface for high-class cameras, binoculars, or prisms for optical instruments.

In its early stages, the postwar Japanese camera industry ran into export trouble on its mechanical parts, which were not completed with the precision of their foreign competitors'. This, however, is being corrected by the combined efforts of producers and a government inspection system. The Japan Camera Inspection Association was formed to improve the quality of cameras, and inspects all cameras for export according to standards laid down by the government.

The binocular section of the industry produces more than 40 types of binoculars, including everything from 20x120 for ships and surveyors to lightweight 6x15 folding opera glasses. Exports of binoculars, including telescopes, lead the optical field, rising from 337,000 pieces worth $2.8 millions in 1951 to 482,900 pieces worth $4.7 millions in 1953.

Varied Output

Some 500 factories are engaged in the manufacture of optical instruments, but many of these are small concerns. The main plants are in the Tokyo area, and employ about 20,000.

Output of optical glass reached 355 tons in 1953, compared with 85 tons in 1950. Material for 80 different kinds of optical glass is now being melted, but some 200 kinds can be melted if necessary, and research is continuing in the use of rare elements to produce glass of still greater precision and higher qualities.

These Are Leading Producers Of Cameras, Optical Goods

Principal manufacturers of optical instruments in Japan, with 1953 output and products, are:

Nippon Kogaku—$3.8 millions; cameras, binoculars, microscopes, movie projectors, lenses.

Canon Camera—$3.8 millions; surveying instruments, precision measuring instruments, cameras.

Konishiroku Shashin—$3.7 millions; cameras.

Olympus Kogaku — $3.4 millions; cameras, miscroscopes, precision measuring instruments.

Chiyoda Kogaku—$2.2 millions; cameras.

Mamiya Koki — $2.2 millions; cameras.

Here's Output by Units

Production of the Japanese optical goods industry, by units:

	1952	1953
Cameras	416,779	689,863
Binoculars	515,054	449,890
Microscopes	20,405	21,002
Movie projectors	7,137	8,078
Precision measuring instruments	13,[illegible]1	6,688
Surveying instruments	9,315	11,615

Paving the way
Towards Greater Protection From
Fire and Marine Risks

THE TOKIO MARINE & FIRE
INSURANCE CO., LTD.

Established in 1879
(Reorganized in 1944)

INCORPORATED
IN JAPAN

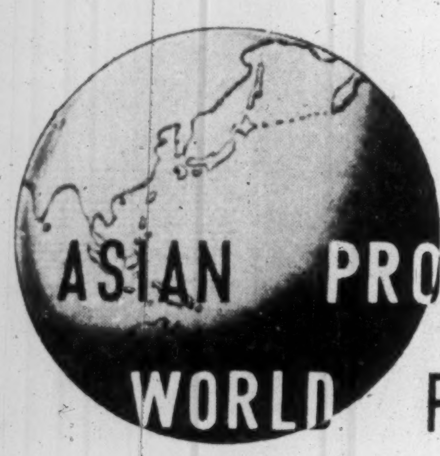
JAPAN'S OLDEST AND LARGEST
NON-LIFE INSURANCE COMPANY

CAPITAL:
Authorized: Y4,000,000,000
Paid up: Y2,000,000,000
TOTAL RESERVES:
Y9,663,000,000

President: TOKUJIRO TANAKA

INSURANCE AND REINSURANCE
ALL CLASSES EXCEPT LIFE

HEAD OFFICE:
6, Ohtemachi 1-chome, Chiyoda-ku, Tokyo
CABLE ADDRESS: STILWATER



ASIAN PROBLEMS
WORLD PROGRESS

Asian development is a World Problem. The road to Asian advancement is through economic progress by Asian countries.

Japan can play a prominent role in the economic rehabilitation and development of Asian countries.

The Mitsubishi Bank, Limited, the leading banking institution in Japan, maintains close contact with business leaders and the principal enterprises in Japan. It is in an eminently satisfactory position to serve you in every type of business with Japan.

THE MITSUBISHI BANK, LTD.

CAPITAL PAID-UP: Y2,750,000,000
HEAD OFFICE: Marunouchi, Tokyo
BRANCHES: 155 throughout Japan
NEW YORK OFFICE: 111 Broadway, New York 6, N.Y.
LONDON REPRESENTATIVE OFFICE:
82, King William Street, London, E.C.4

NIKKE BLANKET

NIKKE
WOOLEN & WORSTED

MITIN
MOTH PROOF

Nippon Keori Kaisha Ltd.
(THE JAPAN WOOL TEXTILE CO., LTD.) KOBE

AGENT
MATSUMOTO & CO., LTD.
OSAKA JAPAN

CABLE ADDRESS: YAMAMATA OSAKA
TEL. OSAKA (23) — 5861-4
7951-3

Japan's Display at CITF

More Than 70 Firms With Wide Variety

More than 70 Japanese companies are exhibiting at the Canadian International Trade Fair, Toronto, May 30 to June 10, with displays representative of the broad range of Japanese industry.

Here is the complete list of exhibitors, as registered with CITF, with booth numbers, products and, where applicable, Canadian representatives.

Office equipment

Toho Seiki Co., 966, Yatoda, Maitacho, Minami-ku Yokohama, Japan Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Numbering machines and cheque writer.

Metals

Japan Iron & Steel Exporters' Assn., No. 16, 3-chome, Kayabashi, Nihonbashi, Chuo-ku, Tokyo, Japan — Aisle 41, Booth 4120-4130 — Iron and steel products.

Smallwares, hardware

Daiichi Bussan Kaisha Ltd., Osaka Branch, No. 45, 2-chome, Kitakyu taro-machi, Higashi-ku, Osaka, Japan — Aisle 41, Booth 4120-4130 —Pipe fitting scissors; tableware; building hardware; cutlery; orgel; vacuum bottles. **Canadian Representatives:** Mr. S. Aoki (Representative of Daiishi Bussan Kaisha Ltd.) c/o Mr. Julian Wilczur, 5090 Beaconsfield Avenue, Montreal.

Ishikura & Co., P. O. Box Minami No. 8, Osaka, Japan — Aisle 41, Booth 4120-4130 — Builders' hardware; tool and metalware.

Kurita Bros. & Co., 17, Kitaban-cho, Shizuoka, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Akebia baskets and wooden wares.

Marubeni Co., 3, 3-chome, Hommachi, Higashi-ku, Osaka, Japan—Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1 344-1350; 1445-1449—Sewing machine; porcelain ware; hardware; binocular; iron nail; galvanized wire; wire netting; G.I. sheet; cotton, rayon and S/R piece goods; woolen piece goods. **Canadian Representatives:** Beilson's Agencies, 1524 Bathurst Street, Toronto 10.

Murakami & Co., T., 7, 1-chome, Matsubara-cho, Shimizu, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Paper products; wooden and bamboo wares.

Nissho Co., 30, Imobashi 3-chome, Higashi-ku, Osaka, Japan — Aisle 41, Booth 4120-4130 — Steel wire; nails, machinery parts and tools; woolen fabrics; synthetic fibre; cotton made-up goods. **Canadian Representatives:** British Metal Corp. (Canada) Ltd., Dominion Square Bldg., Montreal.

Swan Pen Co., Ltd., 1310, Hase, Kamakura, Kanagawa Pref., Japan Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Swan fountain pen and pencil. **Canadian Representatives:** Canada Japan Trading Co., 4869 Westreet, Montreal 29.

Unno Hardware Mfg. Co., 47, 6-chome Mabuchi-cho, Shizuoka-City, Japan—Aisle 41, Booth 4120-4130 — Locks.

Yoshinaga & Co., No. 1, 1-chome, Asakusabashi, Taito-ku, Tokyo, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Cigarette lighters; cigarette cases; table lighters; musical boxes.

Yuasa Kanamono, Ltd., Sueyoshibashi 2-10, Osaka, —apan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Hardware and tools.

Optical instruments, equipment and supplies

Asahi Optical Co., No. 980, Shimura-Maeno-cho, Itabashi-ku, Tokyo, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Cameras and accessories. **Canadian Representatives:** Anglophoto Ltd., 167 St. Paul Street West, Montreal; McQueen Sales Co., 1648 West 4th Avenue, Vancouver 9, B.C.

Canon Camera Co., 312, Shimomaruko-machi, Ohta-ku, Tokyo, Japan —Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Canon camera and lenses. **Canadian Representatives:** Balfour Guthrie (Canada) Ltd., Canada Pacific Bldg., 69 Yonge Street, Toronto.

Chiyoda Kogaku Seiko K.K. (Chiyoda Optical & Finemechanical Co., Ltd.) 3-23, Kitakyujoji-machi, Higashi-ku, Osaka 3-3 Ginza, Chuo-ku, Tokyo, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Cameras and accessories. **Canadian Representatives:** Anglophoto Ltd., 167 St. Paul Street West, Montreal 1.

Olympus Optical Co., No. 5, 6-chome, Ginza-Nishi, Chuo-ku, Tokyo, Japan — Aisle 41, Booth 4120-4130 — Microscope: model GB Bi. Camera; Olympus 35 Mod. SB; Olympus 35 Mod. VA; Olympus Chrome Six Mod. VA; Olympus Flex Mod. A; Olympus Flex Mod. B; Olympus Flash Gun A; Flash Gun B. **Canadian Representatives:** W. Carsen & Co., 88 Tycos Drive, Toronto 10.

Togodo Sangyo Co., 95, 3-chome, Komoguchi-cho, Toyohashi, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Camera.

Western Trading Co., No. 58, Azabu Tansu-machi, Minato-ku, Tokyo, Japan—Aisle 41, Booth 4120-4130— Optical goods and surveying instruments. **Canadian Representatives:** Anglo Photographic Distributors, 167 St. Paul Street West, Montreal.

Yashima Kogaku Seiki Co., 34, 5-Shinbashi, Minato-ku, Tokyo, Japan — Aisle 12-13-14, Booth 1230 - 1250; 1325 - 1349; 1344 - 1350; 1445-1449—"Yashicaflex" cameras. **Canadian Representatives:** Anglo Photo Ltd., 167 St. Paul Street West, Montreal.

Foods, beverages

Yayoi Trading Co., 85, Miyashirocho, Shimizu, Shizuoka Pref., Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Canned white meat tuna in oil; canned light meat tuna in oil; canned mandarin orange.

Daiichi Bussan Kaisha, Ltd., Eiraku Building 2, 1-chome, Marunouchi, Chiyoda-ku, Tokyo, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Canned goods; wire rope; optical goods and sewing machine. **Canadian Representatives:** Mr. Julian Wilczur, Montreal; E. A. Towns Co., Vancouver, B.C.

Footwear, leather, leather products

Kanagawa Hosei Co., No. 3, Kanagawa-dori, 1-chome, Kanagawa-ku, Yokohama, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Leather goods.

Nippon Rubber Co., Ltd., Toyko Office: No. 1, 1-chome, Kyobashi, Chuo-ku, Tokyo; Kurume Office: No. 1, Arai-cho, Kurume, Fukuoka Pref. Japan—Aisle 12-13-14. Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Footwear.

Jewellery, silverware, glass, ceramics

Akatuki Trading Co., 1, 2-chome, yunkeimachidori, Osaka, Japan — P. O. Box No. 15, Minami, Osaka, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Dolls, Satsuma ware; porcelain ware; hand making bags.

Horiguchi Pearl Co., 7, 6-chome, Ginza-Higashi, Chuo-ku, Tokyo, Japan—Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Cultured pearls.

Ishizuka Trading Service, Inc., No. 17, Umegae-cho, Kita-ku, Osaka, Japan—Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Table glassware.

Sasaki Glass Mfg. Co., 9, 4-chome, Nihonbashi, Bakurocho, Chuo-ku, Tokyo, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449—Glassware.

Shimada Trading Co., 47, Shimo 3-chome Ebie, Fukushma-ku, Osaka, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Table glassware; optical goods; vacuum bottles; sundries.

Textiles

Ars Knitting Mfg. Co., 138 Motoshirocho, Hamamatsu-City, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Knitting machines and portable weaving loom.

Fujigane Wool Hosiery Mfg. Co., 2-15, Kamikosaka, Fuse, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Worsted cashmere garments; virgin worsted garments.

Hakuyo Trading Co., 15, 1-chome, Dojimahadori, Kita-ku, Osaka, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Cotton hooked rugs.

Hashimoto Woolen Mills, 550, Matsuyama, Hagiwara-cho, Nakajimagun, Aichi Pref. Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Cashmere overcoatings. **Agent in U. S. A.:** Daiichi Bussan Kaisha Ltd., New York Branch, Room 2304, Broad Street, New York 4, N.Y.

Hirasen Lace Mfg. Co., 1035 Seibu-machi, Saitama Pref., Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Embroidery lace.

Itoh & Co., C., 36, 2-chome, Hommachi, Higashi-ku, Osaka, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Textiles; sewing machine; plywood; canned goods. **Canadian Representatives:** Doric Fabrics Ltd., 640 Cathcart Street, Montreal. (Textile line).

Japan Cotton & General Trading Co., 15, 2-chome, Nakanoshima, Kita-ku, Osaka, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Piece goods (cotton, rayon, silk, spun rayon and woolen).

Kanegafuchi Spinning Co., (Kanebo) 123, Tomobuchi-cho, Miyakojima-ku, Osaka, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449—Cloth and textile. **Canadian Representatives:** Toyo Menka Inc., Craydon 3455 Cote Des Neiges Road, Montreal. **Agent in U.S.A.** Kanebo New York Inc., 37 West 39th Street, New York 18, N.Y.

Kurashiki Spinning Co., No. 41, 2-chome, Kitakyutaromachi, Higashi-ku, Osaka, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449—Cotton; yarns and fabrics; spun rayon yarns and fabrics; finished cotton fabrics; woolen and worsted yarns; woolen and worsted fabrics. **Canadian Representatives:** O. Browne & Co., 1255 Phillips Square, Montreal 2.

Murakami Manufacturing Co., No. 70, Sakashita, Nishi - Negishi, Isogo-ku, Yokahama, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350, 1445-1449 — Brassiere; corset; sport shirt; blouse; skirt; boys' jacket and mufflers. **Canadian Representatives:** O. Mondell, 88 Arthur Street, Winnipeg, Manitoba.

Nikko Bussan Kaisha, Ltd., No. 16, Nihon-odori, Naka-ku, Yokohama, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Silk fabrics. **Canadian Representatives:** P. O. Muller Co., 73 Adelaide Street West, Toronto; Henri Muller, 137-143 Wellington Street West, Toronto.

Sumitaya, 65, Renjyaku-cho, Hamamatsu City, Shizuoka Pref. Japan —Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Cotton carpets.

Tajima Knitting Machine Works, Ltd., 147, Kitajima-cho, Toyohashi, Japan—Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Art knitting machine.

Tokai Kogyo Kaisha Ltd., No. 32, Yoshiwara, Shizuoka, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Shoe laces; electric braids, tapes and bands.

Toyko Sewing Machine Industry Co., No. 33, Aioi-cho, Shimizu, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 – Knitting machine.

Toyo Menka Kaisha, Ltd., 1, 3-chome, Koraibashi, Higashi-ku, Osaka, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449—Cotton, silk, rayon, woolen fabrics and worsted yarns. **Canadian Representatives:** Toyomenka, Inc., The Canada Building Room 602, 455 Craig Street West, Montreal. **Agent in U. S. A.** Toyomenka Inc., New York.

Toyo Rayon Co., No. 5, 3-chome, Nakanoshima, Kita-ku, Osaka, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Rayon and nylon products. **Canadian Representatives:** Mr. Aoki, Canadian Office, Daiishi Bussan Kaisha Ltd., c/o

(Continued on page Japan 10)

Bank for You All

We Welcome
Your Inquiries

THE FUJI BANK LTD.

Head Office: 6-1, Otemachi, Chiyoda-ku, Tokyo, Japan

185 branches in every key city throughout Japan

Overseas: London Branch: Salisbury House, Finsbury Circus, London, E.C. 2
New York Representative Office: Room 702, 61 Broadway, New York, N.Y.

Calcutta Representative Office: 6th Floor, Moorkerjee House
17, Brabourne Road, Calcutta-1

KTC

KINSHO TRADING CO., LTD.

IMPORTERS & EXPORTERS

Metals, Ores & Minerals, Wire & Cable
Rolled Metal Products, Ferro-Alloys
Petroleum Products

(Kinsho Building)

HEAD OFFICE:

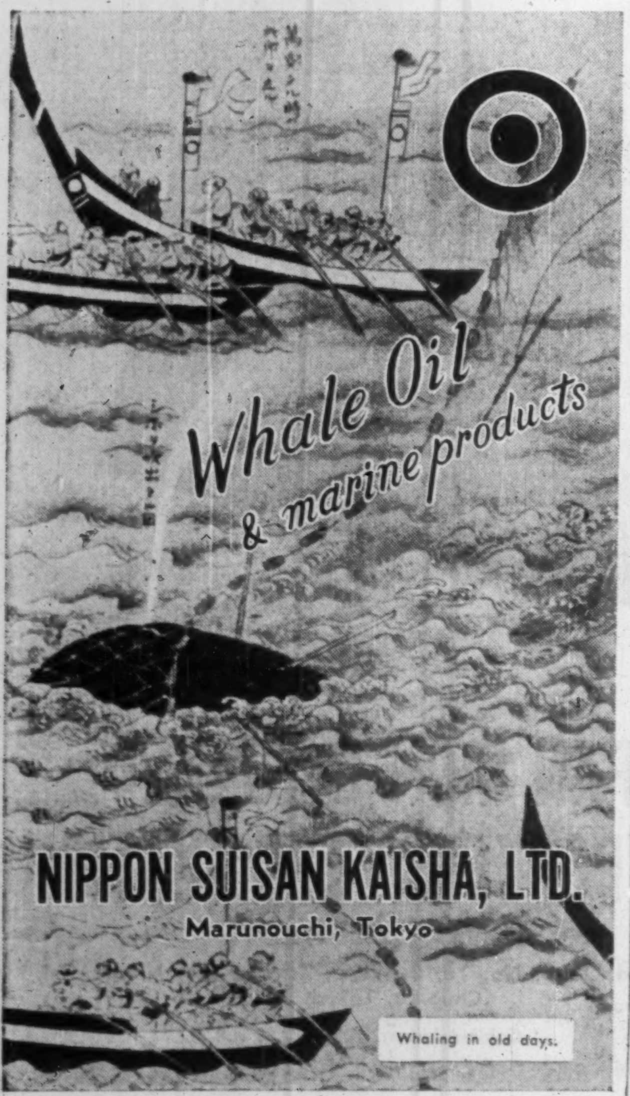
No. 8, 2-chome, Kayaba-cho, Nihonbashi, Chuo-ku, Tokyo
Tel: (67) 2411, 2441. Cable Address: "KINSHO" TOKYO
P.O. Box: Nihonbashi No. 186
Tokyo

OSAKA BRANCH:

Shin-Nihonkisen Bldg., No. 26, 4-chome, Kitahama Higashi-ku, Osaka
Tel: (23) 171, 5936, 7086. Cable Address: "KINSHOMET" OSAKA
Central P.O. Box No. 24, Osaka

OTHER BRANCHES:

YOKOHAMA • NAGOYA • KOBE • HIROSHIMA
YAWATA • FUKUOKA • NAGASAKI



Head start on your business in Japan!

Fly the Pacific on Japan's own airline!

Isn't this the way to get a head start on your business in Japan? Not only does JAL's luxurious DC-6B speed you to Tokyo fast and dependably — you also get a pre-taste of modern Japan itself!

Your stewardesses have for your study a rich file of latest Japanese trade and industrial information. And perhaps best of all, you make friends in **advance** with leading Japanese and other international business people among your fellow JAL passengers.

DC-6B from San Francisco via Hawaii to Japan and Hong Kong

Investigate JAL's personalized **cargo** service, too!

Never before such personal service!

You're Japan's **personal** guest when you fly JAL. Highly-trained Japanese stewardesses —English-speaking, of course — cater to your **individual** comfort and satisfaction.

Million-miler American pilots!

Aboard Douglas' latest DC-6Bs, you're flown by the most experienced American crews. JAL's million-miler American pilots have already logged over 1,900 transPacific crossings.

JAPAN AIR LINES

See your travel agent or contact JAL

590 Fifth Avenue, New York | 37 South Wabash, Chicago | 45 Grant Ave., San Francisco | P.O. Box 3124, Seattle

How New Japan Plans Her Future

How does Japan see her role in the Far East? Hon. Koto Matsudaira, Japanese Ambassador to Canada, recently discussed this question in an address before the Empire Club of Toronto.

He summed it up in his concluding paragraph: "With Japan, I should like to resort to the picturesque image which Field-Marshal Viscount Montgomery of El-Alamein thought fit to invoke in the case of Canada. Japan also is a hinge standing between the old and the new worlds, a hinge of Marco Polo's gold. Maybe indeed it would be better to say, a hinge of jade — encrusted there between two worlds — full of subtle lustre and yet so fragile."

By HON. KOTO MATSUDAIRA
Japanese Ambassador to Canada

The speed with which Japan was transformed into a great, industrial power in just three-quarters of a century can still be regarded as an extraordinary achievement. Western culture, science, industrial techniques and thought took firm roots in a virgin soil. Parliamentary government was established. Japan fought two great wars and emerged victorious. In World War I she was a staunch partner of the Allies.

Then came the day of disaster, revealing to the proud how the day of doom, which may lurk in the destiny of nations and men, can be so close to the day of glory.

Now in what position did Japan find herself when the last Great War ended? She had lost 45% of her territory and 25% of her national wealth. Hundreds of cities were razed and millions of homes were destroyed. Her prosperous colonies and Empire were gone, and her once great merchant fleet no longer existed. And, in the same breath, she lost her traditional markets, as well as her important sources of raw materials.

Many of you probably noticed the results of the recent general election held in Japan. This election was watched with particular interest by the rest of the world because it gave an indication of the future course of the Japanese people. More than 75% of those eligible to vote cast their ballots. Out of 467 seats in the House of Representatives, the Democrats, who form one of the conservative political parties headed by Prime Minister Hatoyama, won 185. The Liberals, another conservative party, won 112. Together they control an absolute majority in the House. The Communists, who at one time after the war had 35 seats, put up 72 candidates and only two were returned. Their defeat is significant. The Socialists won 156 seats.

New Constitution

The Constitution upholds fundamental human rights. The Diet, which corresponds to your Parliament, is the highest organ of the state. No longer is the Emperor a divine ruler. He is a constitutional monarch, a symbol.

The Prime Minister is designated by the Diet. Appointments of the Judges of our Supreme Court are reviewed by the people. Our prefectural governors are elected by popular vote. The rate of illiteracy in Japan has dropped to around 3%, a figure which I would like to emphasize.

Economic reforms have also been instituted. The former powerful Zaibatsu combines have been dissolved. Anti-monopoly legislation has been enacted. Sweeping land reforms have been successfully carried out. At the end of the war, 54% of the land was owner-cultivated and 46% tenant cultivated. At the end of 1950, the percentage of the former had risen to 89 and that of the latter had dropped to eleven.

What is wrong with Japan? What is the trouble that besets her? What is the difficulty which her leaders must face and tackle without delay?

Japan's fundamental problem is one of population. In an area a little more than two-fifths the size of the Province of Ontario or one fourth the size of the Province of Quebec live some 86 million Japanese. This is the equivalent of more than six times the population of Canada. In Canada you have a density of population of 3.65 persons per sq. mi. In Japan it is 590 persons per sq. mi.

But far more important is the figure in terms of arable land, 3,422 persons per sq. mi., the highest in the world! If you had the same density as Japan, you would have an almost unbelievable population — a figure that I think will shock you — 2,268 millions — just about the population of the world today.

Now, every day, Japan has 3,000 new mouths to feed, every month 90,000 new babies, every year one million more in population — the size of the population of Toronto.

At the present rate, Japan's population will reach 100 million by 1970.

Emigration will not help very much. The present plan of the Japanese Foreign Office is to arrange for the emigration of 50,000 in 1956 to the Latin-American countries; the figure for 1954 was 3,500.

The tremendous bronze cast of Daibutsu (Great Buddha) in its surroundings of temple and trees, is one of the attractions of Kamakura, about 50 miles south of Tokyo.

The figure weighs 103 tons; is 42 ft. 6 in. high, with the face itself 7 ft. 8 in. long and the eyes 3 ft. 5 in. wide. A staircase inside the Buddha leads to the shoulders.

The image was cast in 1252 by Ono Goroemon, one of the leading sculptors of his time, and is considered one of the most perfect in Japan today. Only one, at Nara, is larger.

The position of the hands, which are laid on the lap, palms upward and thumbs touching, represents the Buddhist sign for steadfast faith. The expression on the face, with the eyes half-closed, depicts the perfect repose and passionless calm which are the root of the Buddhist doctrine.

The image was originally enclosed in a large building, but this was damaged by a storm in 1369, and finally carried away by tidal waves in 1495.

Mr. Matsudaira

Foreign Trade Essential

We are faced, therefore, with the necessity of finding some means to support our population, that is to say, to maintain and improve the general standard of living and to find new jobs for the rising labor force. We cannot do so with the resources within our own borders. Every bit of arable land in Japan is so intensively cultivated that the meagre soil will produce, per acre, 1.6 times more than that of the United States.

But still we are dependent upon imports for about 20% of our minimum food requirements. That represents $600 million in terms of money, or, in other words, half of our export revenue. The only answer, as I see it, is to develop our foreign trade to the utmost in order to earn foreign exchange with which to purchase the food we need. Our industries must be revived and strengthened.

There is no country in the world today for which international trade means life or death to such an acute extent as in Japan — not even Great Britain.

Since the end of the war, we have been at grips with this difficult problem. The task is not an easy one. The problem has been made even harder by the high cost of production. Our labor costs are no longer low, as they were reputed to be before the war. The raw materials we get from abroad are rather uneconomical.

The whole result is one of impressive instability in our trade balance. In 1952, the deficit in our trade balance amounted to $750 million, in 1953 to $1,100 million and in 1954, $1,100 million. The deficit was largely alleviated by off-shore procurement by the United States Army in Japan, but still the net unbalance for 1953 was $314 million.

In 1952, we could narrowly manage to make both ends meet, thanks to the said off-shore procurement; but now with the Korean War at an end, we can hardly expect to rely on that indefinitely. You might see how precarious is this situation. Nevertheless, a slight improvement is being made and the Finance Ministry was able to announce during the last few days that the foreign exchange balance for 1954 was $344 million in credit. Japan's foreign exchange reserves were $977 million as of December 31, 1953, and $1,180 million as of March 31, 1955.

Trade With Canada

Let us look for a moment at the trade between Canada and Japan. You may be aware that Japan now ranks as Canada's third-best customer — exceeded only by the United States and the United Kingdom — and as Canada's second-best customer as far as wheat is concerned. This year, we are spending more than $100 millions in Canada, mostly for wheat, barley and pulp. In 1953, we sold in this country goods to the value of approximately $13 millions while our purchases from you totaled close to $102 millions.

It is our utmost desire to expand, as far as possible, our growing trade with Canada. We are convinced that, in this way, not only can we complement the needs of one another, but, also through fair and honest trade, build up and deepen the good understanding between our two peoples. But it is difficult to see how such a one-sided trade balance can continue indefinitely.

Perhaps the strongest argument for increased and balanced trade between our two countries is that it would be to our mutual benefit, in the long run. It is only through mutually profitable trade that we can improve our respective standards of living. The woodsman in British Columbia, the farmer in Alberta or in Saskatchewan, the wheat grower in Manitoba, depends on a balanced and long-enduring system of trade between us to maintain and improve his individual, personal well-being.

By buying more from Japan, you are ensuring the welfare and happiness of his children and of himself.

S. E. Asia Problem

What is Japan's position in East Asia? Before the war, and taking the 1934-36 average figures, Japan depended on China to supply 68% of her coal, 36% of her iron ore and 40% of her industrial salt. Japan's exports to China, Korea, Formosa and other neighboring countries amounted during the same period to an average of 42% of our total annual exports.

This has now dropped to 9%, while our exports to Southeast Asia which amounted to 19% of the total in pre-war years, have now increased to 36%. You will understand how Japan's economy now depends on her trade with Southeast Asia and on the possibilities of its expansion.

If Southeast Asia should go Communist, Japan will not be able to stand alone economically. The fate of Southeast Asia is therefore an object of real and grave concern to us. The political stability and economic development of Southeast Asia, on the other hand, will greatly strengthen Japan politically and economically.

Economics represent a vital element in determining the political future of Southeast Asia. If China under Communist control makes rapid economic progress, leaving the comparatively slow Southeast Asian countries far behind, there will develop a great margin between economic standards in Communist and non-Communist areas of Asia, enabling Communist China to place the whole of Southeast Asia under her influence without resort to arms.

The present per capita national income of Communist China, with a population of 580 million, is estimated to be approximately $50. A similar index for Southeast Asian countries, with a population of 620 million, stands at nearly the same level. (That for Japan was $170 in 1953, still 20% lower than the prewar level.)

Therefore, we may assume that Communist China and Southeast Asia are on an almost equal level at present. The political future of Asia will be acutely influenced by the extent to which either of these two areas surpasses the other in the attainment of a higher national income.

Decisive Factor

The scale of capital investment is often a decisive factor in determining the rate of economic development. By our calculation, the funds necessary to execute the now contemplated development plans by the Governments of Southeast Asian countries reach a total of $9.28 billion. It is expected that 37% of the amount will be furnished by foreign investors. The amount of investment per year will be $1.67 billion — $2.6 per capita in relation to the population.

On the other hand, total investments made in Communist China during 1953 were, by our calculation also, $5.92 billion — $10 per capita.

In comparing these figures, it must be taken into consideration that while almost all investments in Communist China are necessarily governmental, there is considerable private investment in Southeast Asia. But, total invest-

(Continued on page Japan 7)

YOUR COMFORT
is Our First Consideration

IN TOKYO,
make your CHOICE
the MARUNOUCHI
HOTEL

We serve you completely

180 Rooms equipped with Modern Conveniences.

Central Heating and Air-Conditioning in all Bed Rooms and Public Rooms.

Dinner Dance with Excellent Music and Show every Thursday.

Located in front of Tokyo Central Station and in the middle of Business Center.

with all our facilities

LEADING HOTEL IN TOKYO

MARUNOUCHI HOTEL

CABLE ADDRESS: "MARUHOTE, TOKYO"
TEL.: (23) 0271/9, 4161/9

We
can
help
you
avoid costly business mistakes
IN CANADA

HERE'S HOW:

- Our coast to coast banking service in Canada can answer vital questions about your business in Canada promptly and with authority.
- If you intend to open a new plant immediately, or grow into it through sales agencies and branch operations, our specialists can furnish you authentic information on Canada's numerous markets.
- We can offer you authoritative, unbiased advice on all phases of Canadian business.
- With over 450 branches strategically located from Halifax to Vancouver, we can supply up-to-the-minute localized reports on markets, competition, sources of supply and shipping facilities.
- Our progressive services will materially assist your financial dealings in Canada.
- Our correspondents throughout the world will facilitate your international business banking.
- The Toronto-Dominion Bank brings almost a century of experience to bear on your business problems in Canada. Our authoritative, practical advice and information may help you to greater business success—save you costly mistakes. There is no obligation.

COMPLETE BUSINESS BANKING SERVICES

Foreign Exchange • Collections • Letters of Credit • Business Loans

THE TORONTO-DOMINION BANK

THE BEST IN BANKING SERVICE

Over 450 Branches from Coast to Coast in Canada—Correspondents Around the World
New York Agency London Office

Best Iron & Steel

For Information
On Iron and Steel
Let us be at
Your Service

OVERSEAS BRANCH OFFICES:

Asociacion Exportadora
de Hierro y Acero del Japon
Avda, Julio A. Roca 672, 4 Piso
Buenos Aires, Argentina
Cable Address: TETUKUMIAI BUENOS AIRES

Japan Iron & Steel Exporters' Association
259, Hotel Metropole, Victoria Road
Karachi, Pakistan
Cable Address: EXPASSTEEL KARACHI

JAPAN IRON & STEEL
EXPORTERS' ASSOCIATION

Head Office: No. 16, 3-chome, Kayaba-cho, Nihonbashi,
Chuo-ku, Tokyo, Japan
Cable Address: STEELEXPASS TOKYO
Branch Office: Osaka Bldg., No. 1, Soze-cho, Kita-ku, Osaka, Japan

SMALL FARMS dot the level land and the hillsides of Japan—each small plot a lesson in intensive cultivation in rice, wheat, barley and vegetables. More than 40% of Japan's population is engaged in agriculture: the nation still imports 20% of its food requirements.

The Eternal Fight for Enough Food

Scant 24,000 Square Miles Seeks To Support 88 Millions

Tucked into a hillside on the road near Atami, a patch of level land 6 ft. square showed its even rows of green sprouts.

It is a symbol of Japan—of the eternal fight of 88 million people to get from 15.4 million acres the food on which they live.

That's about 24,000 sq. miles of land on which crops can be grown.

Canada, with 15 million people, has 267,000 sq. miles of occupied agricultural land, another 280,000 sq. miles of potential farming land.

The Province of Alberta alone has more land for crops and summerfallow—nearly 30,000 sq. miles—than all of Japan for all farming purposes.

Small wonder, then, that the Japanese have developed the art of intensive cultivation, of making two crops grow in a season.

It is reflected, too, in the size of farm holdings. Out of 6.1 million farm households last year, only 512,000 held five acres or more; only 31,000 had more than 25 acres.

Despite the limited area, it makes agriculture Japan's largest industry. Nearly half of the working population are engaged in it; it represents 20% of the national income. And still Japan must import 20% of its basic food requirements.

Plans For The Future

Looking ahead to a population of 100 million by 1970—a growth of one million a year—government and industry officials are concerned about farm production. These are the main points:

—Use of fertilizers—human and synthetic—gets continuing emphasis.

—Small size of the holdings and hilly nature of the land make mechanization difficult.

—Improvements in irrigation and drainage are under study. Some of the wet paddy fields now being used solely for rice might produce a winter crop with suitable drainage.

—Cattle raising in the mountainous regions of Hokkaido, northernmost island, is under study. A report on a reclamation project there indicates some 245,000 acres of land can be developed in 10 years into farm and pasture, capable of supporting 5,000 farm families.

The Ministry of Agriculture in 1953 set a development program by which it hopes to secure, by 1957, an increase of 1.5 million tons of rice and 794,000 tons of rice and barley.

Heavy Rice Production

More than 50% of the total arable land is devoted to rice, with more than 80% of the farmers engaged in it as a main crop. Despite its production of more than nine million tons of rice a year, Japanese imports of rice run up to one million tons.

The country's intensive cultivation of its rice fields is shown by the fact that Japan produces an average of 4.02 tons of rice from the same area (about 2.5 acres) as the U.S. produces 2.66 tons; China, 2.63 tons; Pakistan, 1.42 tons; Burma, 1.32 tons. It is exceeded by Egypt with 4.23 tons; Italy, Spain and Australia also have greater production.

The domestic supply of rice is controlled by the Government, which buys from the farmers at a fixed price and distributes on a ration basis of about one half pound per individual per day. The retail price: about 36 yen, or 10 cents Canadian a pound.

While the Japanese have had the rice-eating habit through the years, efforts are being made to change the diet and add more wheat. In addition to the need for a better diet, the canny Japanese recognize that wheat is an international product which can be obtained more easily and more cheaply than rice. That, in part, accounts for Canada's sale last year of wheat worth $50 millions to Japan.

Wheat Helps Subsidy

The Government buys the wheat and distributes it freely to flour mills, which sell the flour freely without rationing. However, in the process the Government takes a profit of about $1 for 50 lb., to help subsidize the domestic supply of rice and keep down the price of rice. Japan is importing annually about two million tons of wheat, compared with its own production last year of 1.6 million tons. Domestic price of wheat for the 1954 crop was $2.54 bu.

Soy beans are an important food source for the Japanese. Bean paste (miso) and curd (tofu) are served often, and bean paste soup with rice is an accepted breakfast dish in middle and lower class homes.

All of the varied uses of the soybean are found in Japan. Soy sauce (shoyu) is one of the favorites; oil is also pressed from the bean and a type of margarine made from it, and the oil is also used as a cooking fat. Bean cake, the residue from the oil press, is used as food for livestock and as fertilizer in the rice field.

Although more than 700,000 acres are devoted to soybean production, farmers themselves consume most of the output, so that Japan depends on import for 30% of its soybean requirements.

Fruits and Vegetables

Less than 200,000 acres is used for fruits, and most of this is on hilly slopes, where it would not be possible to plant rice, etc. Oranges are the principal fruit, with the small, sweet mandarines abundant in the southern regions. (Canada bought $1 million worth of mandarines from Japan last year.)

The other fruits are apples, peaches, pears, chestnuts, persimmon and loquats, with total fruit production of around one million tons a year.

About one million acres are given over to vegetables, and here, as with rice, the patient hand care of the Japanese farmer shows results. Carrots in the market stalls are two to three inches across the top, up to 24 in. long; a special Japanese radish grows to the same size.

Production of potatoes and sweet potatoes has risen from five million tons prewar to about eight million tons.

Against that broad background of the farm picture, there are some important details to be considered in Japan's outlook.

1—Individually, the Japanese farmer is in a better position than prewar. Then, country living standards were only about 60% of those of urban workers. Now, they are on about the same level; urban standards have not fully recovered, and farm standards have risen. Against a prewar average of one newspaper for 15 households, everyone now takes a daily newspaper, and 60% of the farm households have radios. Representing as they do more than one third of the direct labor force, their prosperity and purchasing power is important to every other industry in Japan.

2—Most of Japanese farming is hand labor. When there are few jobs in the cities, men and women return to the farm and earn their board. The Japanese will not let their kin go hungry, and the farm absorbs much of what would otherwise be seasonal unemployment in the cities.

3—Every pound of food produced means a saving in foreign exchange.

4—Government experimental stations are producing better seed. With more use of fertilizer, this is increasing production, particularly from poor soil areas. Some examples of increased production within the last 60 years: rice yield, up 56%; wheat, 96%; naked barley, 65%; barley, 104%; sweet potato, 91%; white potato, 136%.

5—Greater attention is being paid to economical but adequate use of fertilizers.

6—Young farmers are learning more about scientific agriculture, crop rotation, modernization. In their knowledge and application will lie much of the hope that the land will continue to produce, and not become tired and unproductive.

First in Industrial Finance Since 1902

Founded in 1902 for the financing of Japanese industry in its incipient stage, the Bank has been closely identified with the subsequent development of Japanese industry. Along with its principal business of industrial financing including corporate trust service, the Bank furnishes complete service in international banking through a world-wide network of correspondents.

THE INDUSTRIAL BANK OF JAPAN, LTD.

(NIPPON KOGYO GINKO)

HEAD OFFICE: Marunouchi, Tokyo

BRANCHES: Osaka, Kobe, Nagoya and other principal cities throughout Japan.

How New Japan Plans Her Future

(Continued from page Japan 6) ment in Southeast Asia, even if we increase the above figures to include private investments, and raise the investment per capita to $5 would still remain at about 50% of that of Communist China.

If the difference in investment level now existing between the two camps in Asia is to continue into the future, the per capita national income of Communist China, in 10 years' time, will be higher than that of the Southeast Asian countries by 20 to 30%.

Too hasty over-all industrialization of Southeast Asia is not advisable.

The right approach is to:

—Increase incomes of persons engaged in agriculture, thus creating purchasing power in rural districts which cover practically the whole area.

—Encourage cottage and artisan industries.

—Advance technical education and social welfare.

—Improve conditions in basic fields such as transportation, etc.

Needs $4 Billions Annually

In the Southeast Asian area, to achieve a level of economic development at least equal to that of Communist China, we estimate that a supply of capital amounting to $4 billion annually will be necessary. However, the recent flow of capital into this area from outside, including FOA, World Bank loans, and the Colombo Plan, has been not more than $400 million annually.

Another important factor is the urgent need to increase the availability of technicians and skilled workers.

In Communist China during the three years up to 1953, the numbers of technical students in the high schools and universities increased to twice their former number, and adult education covering industrial and agricultural techniques has been extended severalfold.

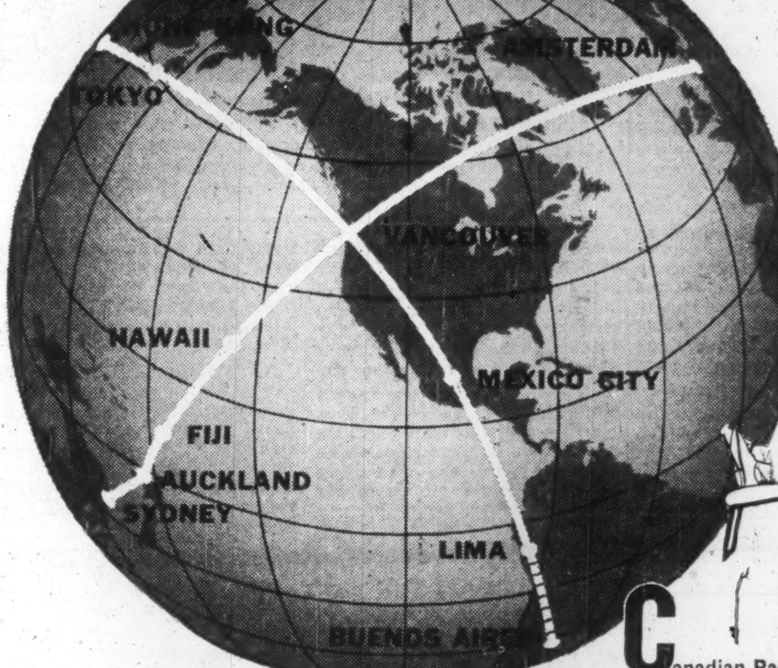
In the Southeast Asian countries the American Point Four Program, the U. N. Expanded Technical Assistance Program, technical assistance based on the Colombo Plan and various other international projects are under way. But, for the most part, these are aimed at providing a high degree of technical knowledge to a limited number of specialists. They are not designed to train large numbers of skilled workers and other minor technicians.

In this field, Japan also wants to help as far as her financial condition permits. We joined the Colombo Plan last year as a donor nation. We want to begin by expanding the facilities for technical trainees in Japan, and by helping (Continued on page Japan 8)

fastest, finest service

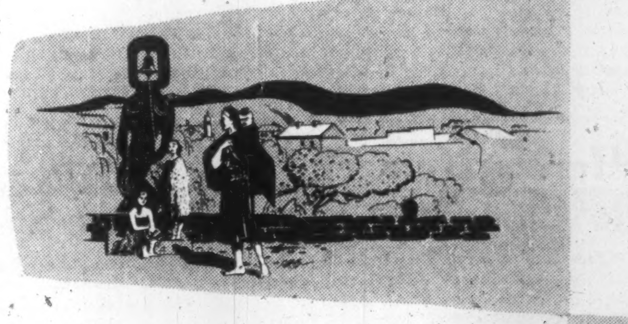
to JAPAN

and all the Orient



Canadian Pacific wings the Great Circle to Japan . . . the swiftest, shortest route North America to the Orient. In just 19 hours, with only one stop en route, CPA's Super DC-6B's cruise smoothly, high above the weather, Vancouver to Tokyo.

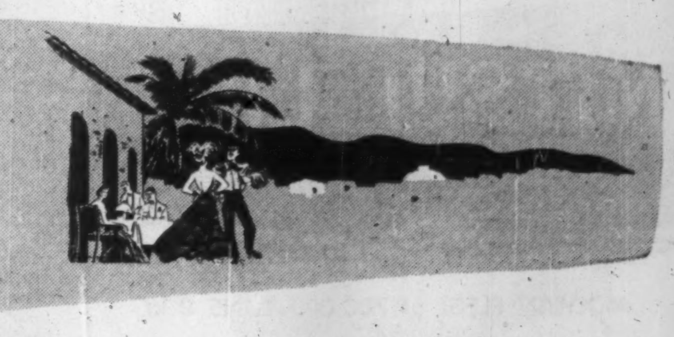
Superb hospitality all the way . . . your own luxurious Loungeaire chair from take-off to destination. Your choice, too, of luxury first class or thrifty tourist services.

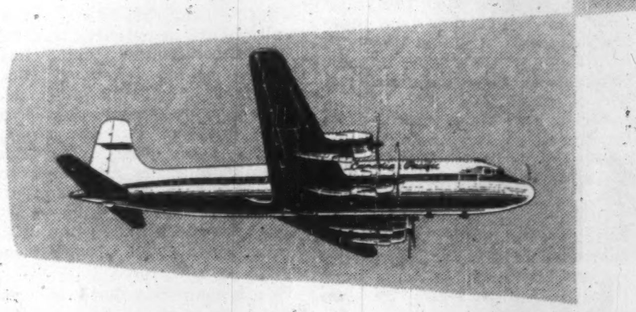


To Australasia—From Vancouver, Canadian Pacific offers direct Super DC-6B flights to Auckland and Sydney—with a 24-hour stopover in lovely Hawaii en route.

See Mexico on your transcontinental flight*. Just $52 more on your cross-country return ticket takes you to sunny Mexico going to or coming from your destination.

**in conjunction with Trans-Canada Airlines.*





Aircargo—Penguins from South America, antibiotics to the Orient . . . just everyday problems for the world's most complete aircargo service. CPA gives you three-day delivery, Tokyo to Toronto—ensures careful handling, accurate reporting, no connecting flight delays.

See your Travel Agent or local CPA representative.

Canadian Pacific AIRLINES

FASTEST TO 5 CONTINENTS AND 65 COMMUNITIES IN CANADA

With Literacy Rate Of 97%, Japan Still Has School Troubles

Progressive education is having its troubles in Japan.

That may sound strange from a country which boasts a literacy of 97% — one of the highest in the world.

But it is the same problem facing many Canadian school boards today: how to handle the new ideas and pay for them, and at the same time provide funds for new buildings and teaching staffs.

Japan's educational system underwent drastic reform after the end of the Pacific war. Nationalistic and militaristic thoughts and policies were abandoned and a new educational system based on the principles of democracy was established in all phases of education, including the subject matter taught and the school administration.

The new school system, the so-called 6: 3: 3: 4 setup, provides for six years of elementary education at a primary school, six years of secondary education — three years at junior high school and three years at senior high school — and four years of higher education at a university.

Of this, the first nine years — six years at primary school plus three years at junior high school — are compulsory. Before the reform, compulsory education was limited to six years at primary school. Besides that, the old school system provided for five years of middle grade education at a middle school and seven years of higher education — three years at junior college (kotogakko) and four years at a university.

Middle schools, or junior high schools, under the new system went into operation in 1947 and high schools in 1948. In 1949, the new system for universities went into effect.

As of May 1, 1954, the number of schools — national, public and private schools combined — was as follows:

Primary schools	22,036
Junior high schools	12,650
Senior high schools	3,257
Universities	227
Junior colleges	251

Change In Methods

A notable change in subjects and methods of teaching was effected at the same time. Courses underwent wholesale readjustments; and a social study course, a subject entirely new, was adopted.

The basic principles for the new methods of teaching were circulated to all schools. Under the new system school lessons were designed to create incentive on the part of the children to study by themselves. This naturally brought about a change in the way of assessing the effect of school education and a revision of school management in general.

The establishment of school libraries and the education of children by the visual and auditory methods helped considerably in promoting voluntary study.

Thus, the most active "new education movement" was witnessed in the field of elementary education.

Education of the pre-school-age children was also stressed and measures for special education of the blind and deaf were improved.

The compulsory education system for the blind and deaf, effective from the first year of primary school, was enforced in 1948, and a law in 1949 provided for educational aid to the blind and deaf.

Special classes for mentally feeble children were also established.

Free Lunch System

The free-lunch system was promoted to improve the health and eating habits of school-age children. The School Lunch Law enacted in 1954 provided for a state subsidy to schools which adopted this system.

Establishment of the compulsory three-year junior high school system brought equal opportunity to all in the first stage of middle grade education, since the junior high schools under the new system represent the unification and improvement of the old system under which middle schools, senior primary schools and youth schools (mostly night schools) existed separately.

An over-all revision was carried out in the junior high school curricula as well. New teaching principles were outlined and a new method of school management was adopted.

Three-year high schools are open to the junior high school graduates and an increasing number of students are going on to high schools every year. In the 1954 school year, approximately 48% of the junior high school graduates entered senior high schools; 37% found employment.

Correspondence Courses

Equality of opportunity is also the basic rule in the case of high schools. Besides the regular daytime courses, there are night and correspondence education courses. For those students who want to specialize in a particular subject, a system of optional courses has been set up.

The school district system is being observed to insure a fair distribution of entrants. Co-education is, of course, being observed and there is no discrimination against girls who aspire to higher education.

In the 1953 school year, the graduates of daytime high schools totaled 588,634 and the night course graduates numbered 88,859. The number taking the correspondence courses as of July, 1954, was 42,930.

Each school selects its textbooks from among the authorized books displayed at an annual exhibition. The textbooks, previously state edited and uniform, are now compiled by private publishers and put on sale after official approval.

At present, there are 93 publishers dealing with school textbooks. For primary schools alone, as many as 15 kinds of textbooks are authorized.

Teacher Training

Teachers required for the new educational system are trained in the two-year or the four-year course of universities specializing in the training of educators. Qualified teachers under the old system have received retraining at various universities throughout the country.

Special consideration has been given to the position and treatment of teachers. Today they have their own trade union, the Japan Teachers Union, one of the largest in the country, with 560,000 members.

An important reform was the reorganization and unification of the higher schools such as "kotogakko" (junior college) senmon-gakko" (special college), normal schools and colleges, which had existed separately under the old system, into four-year colleges.

A post-graduate course has been established at the four-year colleges for graduates who desire to continue their studies.

Two-year junior colleges have also been authorized as a provisional measure under the new college system.

Social Education

Measures have also been taken to expand education and cultural activities outside the regular schools.

In 1949 the Social Education Law was promulgated. The Library Law and the Museum Law were enacted in 1950 and 1951, respectively.

"Komin-kan" or citizens' public halls, to serve as the social education centre in culturally underdeveloped farming and fishing communities, were established in 19% of the cities, towns and villages throughout the country in 1947. The subsequent increase brought the total to 34,256 (established in 74% of the country's cities, towns and villages) in May 1953.

The Parent-Teachers Associations, originally the liaison between the school and the children's family, are also promoting social education.

The youth class system, designed to enable working youths to acquire vocational or household knowledge essential to daily living and, at the same time, to elevate their cultural level in general, has also developed.

The Law for Promotion of Youth Classes enacted in 1953 provides that a group of 15 or more laboring youths residing in the same city, town or village can apply to the board of education of the city, town or village concerned for permission to open a youth class.

The following figures show the steady development of the youth class system:

Year	Classes	Attendance
1949	4,540	844,462
1950	9,678	1,199,548
1951	11,721	994,442
1952	13,628	892,087
1953	14,407	986,228

Administration

Under the Board of Education system, the administration of educational affairs is no longer controlled by the central government as in the past.

In 1948, Boards of Education, publicly elected to control the administration of education, were established in all prefectures and a limited number of cities, towns and villages. In 1953, local boards of education were established in all cities, towns and villages.

In theory, the system was excellent, but in practice, these are some of the handicaps showing up:

—There are not enough kindergardens in proportion to primary schools;

—Most of the teachers in remote areas are not fully qualified;

—Cost of textbooks is high;

—There is a shortage of equipment and facilities for experimental and practical work at universities;

—Double-shift system is in effect in nearly 6,000 primary schools and 1,100 junior high schools in the cities, because of the shortage of schools.

The Central Education Council, which advises the Minister of Education on policy matter, has recommended that school teachers be regarded as employees of the prefecture (province) rather than city or town, to equalize the wage level.

Significantly, too, the Council last year recommended "that appropriate measures be taken so that the teachers' organizations cannot indoctrinate the politically immature minors with politically biased ideas."

Behind the recommendation is fear of Communist influence in the 560,000-member Japan Teachers' Union.

"OIBANE-KOBANE" or battledore and shuttlecock, is a favored outdoor game of the daughters of Japan at the New Year. The more expensive battledores are highly artistic affairs, decorated on one side with a colorful, embroidered portrait of a famed actor or actress, with the back, or playing surface, left plain.

For Comprehensive News and Stories on JAPAN . . . .

Read!

THE MAINICHI OVERSEAS EDITION (Monthly)

and

THE NEW JAPAN, 1955 EDITION (Year Book)

When you want to reach Japan's market Advertise in

THE MAINICHI

Nationwide-read English daily, edited and published in Tokyo and Osaka

For subscription and advertisement, write to Business Department

The Mainichi

Yuraku-cho, Chiyoda-ku, Tokyo or Dojima, Kita-ku, Osaka

You can profit from

SURVEY OF INDUSTRIALS

1955 EDITION

Ready July — $3 Postpaid

Do you make investment decisions? What's the score on industrials? Here in this comprehensive survey you'll find a wealth of detailed and significant data on the operations of some 1,600 companies in the fields listed below

- Iron and Steel
- Foodstuffs
- Trust and Loan
- Merchandising
- Pulp and Paper
- Milling
- Investment Trusts
- Transportation
- Beverages
- Banks and Utilities
- Oil Refining
- Rubber and Textiles

Published by The Financial Post, Survey of Industrials is widely recognized as Canada's leading reference book. It's your reliable source for details of each company's business, plants, and properties. It provides earnings statements, dividend histories.

This 1955 edition gives the annual high and low prices at which shares have traded for the last eight years. It's a valuable guide, a book that you'll use over and over again!

Order your copy now for delivery July 1.

The Financial Post
481 University Ave., Toronto 2, Canada

Yes, enter our order. We enclose $.......... for

......copies SURVEY OF INDUSTRIALS, 1955 ready July 1 $3
......copies SURVEY OF OILS, 1955 ready now $3
......copies SURVEY OF MINES, 1956 ready Nov. $3
......copies BUSINESS YEAR BOOK, 1955 ready July $3

Company ....
Attention of ....
Street Address .... Zone ......
City & Province S/1-83

Fast and Reliable Regular Freight Services

MITSUI LINE

MODERN FLEET of 700,000 TONS D.W.

EASTBOUND ROUND-the-WORLD (2 Sailings per Month)
WESTBOUND ROUND-the-WORLD (1 Sailing per Month)

JAPAN/SEATTLE, VANCOUVER
Japan/Mexico, Canal Zone, Colombia, Venezuela, West Indies
Japan/Malaya, Madras, Bombay, Karachi
Japan/Malaya, Rangoon, Calcutta
Japan/Hongkong, Bangkok
Japan/Philippines
Japan/Okinawa

World-wide Tramp Services

MITSUI STEAMSHIP CO., LTD.

Head Office: Mitsui Main Bldg., Chuo-ku, Tokyo
Cable Address: "MITSUILINE TOKYO"
Overseas Branch: London
U.S. Representatives: New York, San Francisco, Portland
Others: Bombay, Calcutta, Singapore, Bangkok, Manila, Rangoon

Here's How The New Japan Is Planning A New Future

(Continued from page Japan 7) to raise the level of training centres in the Southeast Asian countries themselves.

Aim of Reparations

As for capital investment, Japan wants to help Southeast Asian countries by making reparation payments to them. We agreed to pay to Burma $250 millions, partly as reparations and partly as a form of economic aid. We also settled Thailand's claim for $41,666,666. We are eager to settle the reparation payments issue with other Southeast Asian countries. The amounts to be paid may not be large when compared with the actual needs of these countries, but we hope they will help them, in some way, in their struggle to better their material way of life.

All of the issues that I have mentioned so far resolve themselves, in one word, into the one main problem of Asia — population.

In Asia, this fundamental problem of population — how to achieve a better standard of living and give jobs to a rising labor force — is attacked by two methods.

One is communistic, and here looms overwhelmingly the massive and ominous figure of Red China with her boasts of impressive capital investment in her economy, and of tremendous progress in her national life.

The other is capitalistic, and here stands Japan as its champion, with her successful record, although disrupted by the destruction of war. The fate of Asia will be decided by whichever one of these methods prevails among the Asian countries. And if Japan fails, all Asia will be lost to the free world.

Steel Output Goal

It may not be out of place, here, to take a quick glimpse at Japan's present industrial strength.

In 1952, China's annual steel output was two million tons, India's 1,600,000 tons. Japan's 6,900,000 tons was 3.5 times greater than the boasted output of Red China, 4.4 times greater than that of India. This was in 1952 when Japan was still staggering under the crushing blows of the worst defeat in her history.

We intend to rebuild our strength in this field to the pre-war level of 20 million tons. The problem facing the leaders of Japan today is, how and when?

Japan's aspiration to organize a comity of Asian nations based on the anti-communistic creed has not been so far very successful.

Unfortunately, in the aftermath of the war, we are still unable to attain unity of purpose among the free nations of Asia. This lack of unity may be attributed to some extent to the war and, in this regard, we will have to accept, with candour and humility, our responsibilities for damage caused by that war.

We are striving hard to promote the relations of goodwill among the nations and men of Asia. But still there are so many obstacles which we must surmount. Lack of strong internal government in some Southeast Asian countries is one of the most formidable.

Japan is gradually coming back and I hope that all is for the good of the free world.

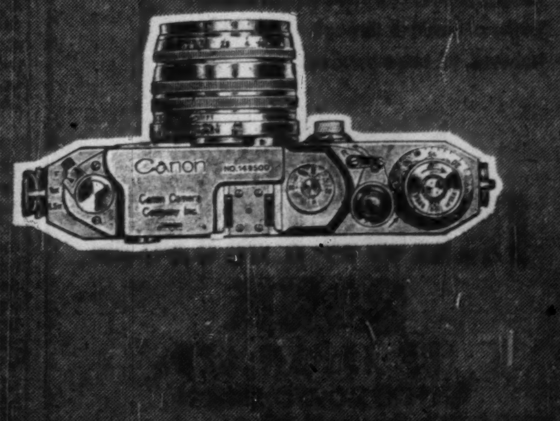
I should like to emphasize the position of Japan with the western world. Japan is the real interpreter of the West to the East, and the East to the West, for she knows and comprehends the western world through her long association and background of personal achievement.

MORE THAN JUST A CAMERA

Canon

A SYSTEM OF PHOTOGRAPHY

Canon offers unlimited versatility to the amateur, professional, industrial or scientific user of photography. Over 130 integrated components, individually superb achievements of design, make Canon the most universal system of picture-taking. With Canon you can go anywhere . . . do anything in Photography!



CANON CAMERA CO., INC.
312 Shimo-maruko-cho, Ohta-ku, Tokyo, Japan

Canadians to Take Part in World Meeting at Tokyo

Asia's Trade And Progress To Be Studied

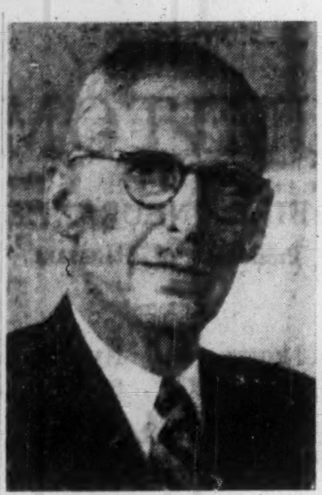
A group of Canadian business leaders will this month cross the Pacific to take part in the 15th Congress of the International Chamber of Commerce at Tokyo on May 15-21.

This year's I.C.C. meetings will be attended by 85 Canadians, many of whom have been scheduled to make feature appearances at this important international business conference. R. C. Berkinshaw, president of the International Chamber's Canadian Council, will act as chairman of one of four "General Meetings"; his topic will be: "Freer Trade for World Prosperity."

Forty-eight of Canada's delegates to the world-wide business caucus will fly to Japan aboard a specially chartered Canadian Pacific airliner, leaving Vancouver May 11, and returning May 31.

What They'll Discuss

This year's I.C.C. Congress will be highlighted by discussions of Asian problems and world progress. Sessions will deal with Asia's role in the expansion of world trade and methods of promoting the harmonious growth of trade between Asia and the rest of the world. One panel will feature expert opinions on means of attracting foreign capital to develop Asia industrially and the setting up standards for foreign investors.



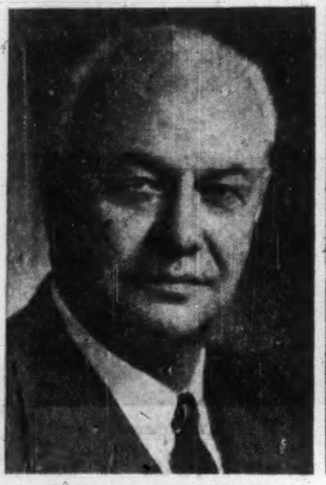
R. C. BERKINSHAW

President of the International Chamber of Commerce Canadian Council, who will be Chairman of the Congress meeting on "Free Trade for World Prosperity," which will discuss the world's trade and tariff policies, including elimination of quantitative restrictions and the future of GATT.

Here's what some other meetings will be discussing: Taxation and Private Enterprise, Productivity in Distribution, Organization & Co-Ordination in International Transport, International Protection of Industrial Property, Modern Techniques of Trade Promotion, and Administrative Obstacles to Trade.

PAUL BIENVENU

Vice-president of I.C.C.'s Canadian Council, who will be speaking on "Credit Facilities in the Distribution Process."



RENE B. PERRAULT

A Director of the I.C.C. Canadian Council, whose topic will be "The Part Played By Distribution in Modern Living."

G. C. HAMMOND

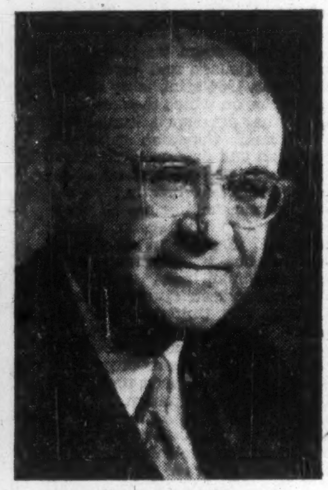
He will discuss operation of the I.C.C. Council on Advertising Practice, and speak on increasing the practical value of advertising media research.

THOMAS OAKLEY

An I.C.C. Canadian Vice-president, his speech will deal with the "International Comparability of Distribution Statistics."

JOHN JAY HOPKINS

A Director of the Canadian Council, his address is titled: "Nuclear Power and Economic Development."



H. H. LANK

Vice-president of the Canadian Council of I.C.C., he will be Chairman of a meeting on the "International Protection of Industrial Property."

J. C. ARMER

A Director of the Canadian Council, he will sit on the Resolutions Committee of the International Chamber's Congress.

D. S. HART

Will be attending the Tokyo meetings on Asian problems and world progress as an alternate delegate for Canada.

Canada's ICC Delegates

Following is the official list of the Canadian delegation to the 15th International Chamber of Commerce Congress, to be held in Tokyo May 15-21:

President, R. C. BERKINSHAW.
Secretary, CARL BERGITHON.
Headquarters, Imperial Hotel.

JAMES C. ARMER, Vice-President, Dominion Forge & Stamping Co., Toronto.

CHARLES S. BAND, Vice-President, Manufacturers Life Insurance Co., Toronto, and Mrs. Band.

CARL BERGITHON, General Manager, Canadian Council, I.C.C., Montreal.

R. C. BERKINSHAW, President, General Manager and Director, The Goodyear Tire & Rubber Co., Canada, Toronto, and Mrs. Berkinshaw.

PAUL BIENVENU, President, Catelli Food Products Ltd., Montreal, and Mrs. Bienvenu.

PERRY S. BOWER, Assistant General Manager and Treasurer, The Great-West Life Assurance Co., Winnipeg, and Mrs. Bower.

M. GORDON BRODIE, President, Brodie Brush Co., Vancouver, and Mrs. Brodie.

MAURICE CORBEIL, Vice-President and General Manager, Tetrault Shoe Ltd., Montreal, and Mrs. Corbeil.

N. RUSSELL CRAWFORD, President, Dow Chemical of Canada, Toronto, and Mrs. Crawford.

P. H. DESROSIERS, President, Ciment Fondu Lafarge (Canada) Ltd., Montreal.

C H. DICKINS, Sales Director, The De Havilland Aircraft of Canada, Toronto.

AGNES DUNLOP, Secretary to the President, Goodyear Tire & Rubber Co., Toronto.

COURTLAND ELLIOTT, C.B.E., Financial Consultant, Toronto, and Mrs. Elliott.

C. SYDNEY FROST, Executive Vice-President, Bank of Nova Scotia, Toronto, and Mrs. Frost.

HENRI GEOFFRION, Partner, Geoffrion, Robert & Gelinas, Montreal.

G. C. HAMMOND, Vice-President, Cockfield, Brown & Co., Montreal, and Mrs. Hammond.

D. S. HART, Manager, Traffic and Customs Department, Canadian Industries (1954) Ltd., Montreal.

JOHN JAY HOPKINS, Chairman of the Board and Managing Director, Canadair Limited, Montreal.

JAMES E. HOUSTON, Senior Partner, Houston & Co., Toronto, and Mrs. Houston.

R. P. JELLETT, Honorary President, Royal Trust Co., Montreal, and Mrs. Jellett.

PETER JORDI, President, International Aluminium Co. Ltd., representing Aluminum Co. of Canada, Tokyo.

HERBERT H. LANK, President, Du Pont Co. of Canada, Montreal; Mrs. Lank and Miss Jean Kinsman.

A. L. LAWES, C.B.E., former President, Shipping Federation of Canada.

MOSTYN LEWIS, Director, Royal Agencies Ltd., Montreal, and Mrs. Lewis.

L. ARTHUR MAGNAN, M.D., Physician, Montreal.

ALAN P. McCRIRICK, Sales Executive, Alaska Pine & Cellulose Sales Ltd., Vancouver.

R. A. McEACHERN, Editor, The The Financial Post, Toronto.

CLAUDE MELANÇON, Assistant Director of Public Relations, Canadian National Railways, Montreal.

THOMAS OAKLEY, President, Canadian China & Glass Co., Toronto, and Mrs Oakley.

RENE B. Perrault, Chairman of the Board, Cumming, Perrault Ltd., Montreal, and Mrs. Perrault.

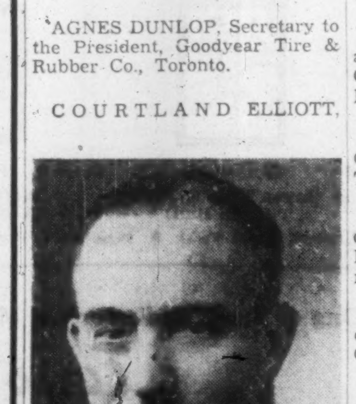
A. LOVELL PHILLIPS, President, Canadian Steel Strapping Co., Montreal, and Mrs. Phillips.

HON. C. C. PRATT, Chairman of the Board, Steers Ltd., St. John's.

FORBES RHUDE, Business Editor, The Canadian Press, Toronto.

H. N. WALTERS, General Sales Manager, British Columbia Electric Co., Vancouver, and Mrs. Walters.

F. HOMER ZWICKER, Managing Director, Zwicker & Co., Lunenburg, and Mrs. Zwicker.



J. C. BRITTON
Canada's Commercial Counsellor in Tokyo

Canadian Pulp Plays Part In Japan's Rayon Output

Canada has a $6-million investment in Japan's rayon and staple fibre industry.

That's the average value over the past few years of our exports of pulp suitable for rayon. Japan buys almost twice as much pulp from Canada as she does from either Sweden or United States.

Begun in 1918, Japan's rayon industry got off to a slow start, but by 1937 filament output reached 336 million lb.; rayon staple fibre output a year later totaled 327 million lb. — both world records at the time.

During the war, machinery and equipment were scrapped for war purposes, and spinning mills turned to other uses. The year the war ended, 1945, rayon output was only 29 million lb.—less than 10% of the 1937 peak.

Postwar Recovery

In 1946 the Occupation authorities approved measures to put the industry back on its feet, with an output objective of 300 million lb. The limit was removed in October, 1950, and with the increased demand created by the Korean war, the industry began its full program of modernization.

Here is the output record since then:

	1954	1950
	(000 lbs.)	
Filament yarn	184,852	103,223
Staple fibre	448,066	149,679
Staple yarn	323,424	89,233

The industry moved quickly to recover the prewar level it had held in the international field. Production methods which had been developed in other countries during the war were studied, and modern equipment either imported or made in Japan. By 1953 Japan had returned to its position as leading world producer in rayon staple.

Production of nylon is just getting under way seriously in Japan, with the big Toyo Rayon Co. manufacturing it under the trade name Amilon at its Aichi and Nagoya factories. Output in 1953 was 4.6 million lb., and the company expected to double that production in 1954.

Another synthetic fibre, which reached production of 8.6 million lb. in 1953, is vinylon. Produced by Japanese technique, it has an advantage in that it makes use of domestic limestone, coal and electric power, and is comparatively cheap.

Export Picture

Exports of rayon yarns reached their peak in 1951 in value, when 16.9 million lb. earned $16.9 millions for Japan. The drop in world price shows up in comparison with the 1954 figures, when a greater volume—17 million lb.—earned only $9.5 millions.

We Can Help You In Japan

What Are Your Problems?
- Export?
- Import?
- Trade Contacts?
- General Information?

The Mercantile Bank of Canada with its affiliates in Tokyo, Kobe and Osaka and a staff trained and experienced in foreign trade can help you in these and other trade problems.

Write for our booklet — "Meet Japan" — covering the trade and industry and general economy of Japan.

MONTREAL
495 Victoria Square
VANCOUVER
540 Burrard Street
TORONTO
210 Bay Street will open September, 1955

THE MERCANTILE BANK OF CANADA

Your NEWSPAPER...
THE Nippon Times
First With the News
Largest Circulation in the Orient

SUBSCRIPTION RATES—to U.S.A. and CANADA

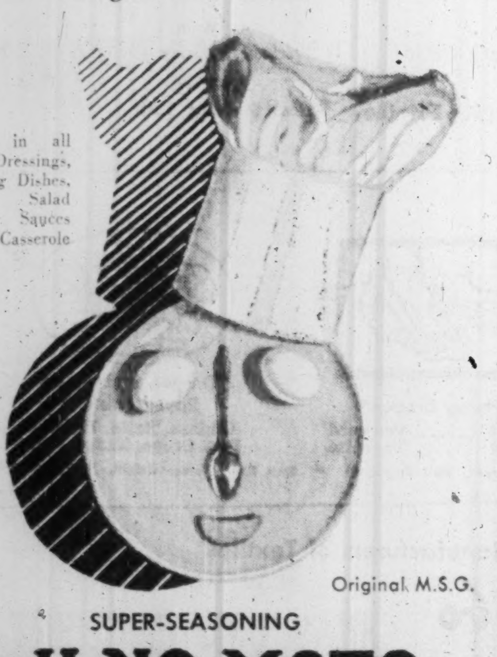
	1 month	3 months	6 months	1 year
By airmail Mail daily	$11	$33	$66	$132
By seamail Mail once a week	$1.70	$5.00	$10	$20

ADVERTISING RATES
Display Ad $4.20 per column inch per insertion
Classified Ad 7 cents per word per insertion $1.40 (20 words) minimum
Position sold when available specified:
Back Page 80% Other Pages 30%

THE NIPPON TIMES, LTD.
1-chome, Uchisaiwai-cho, Chiyoda-ku, Tokyo.
Central P.O. Box 144, 352, 358

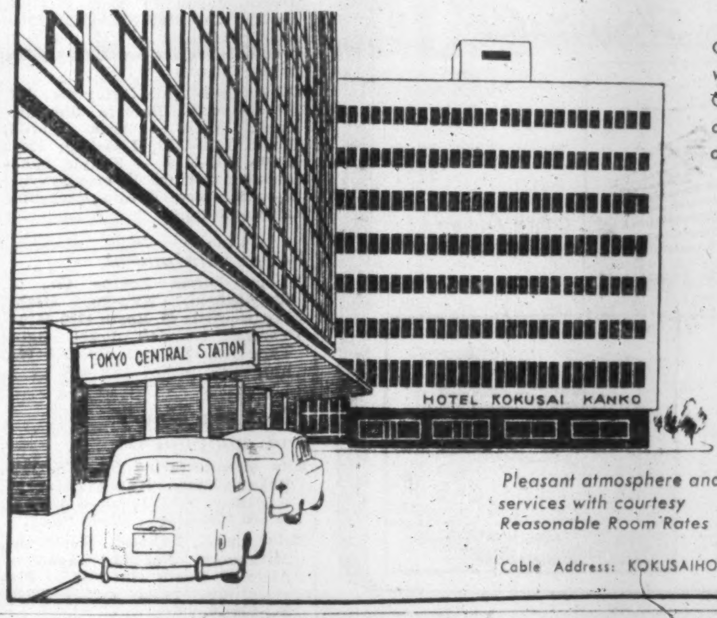
Brings out food flavors

Excellent in all Soups, Dressings, Stews, Egg Dishes, Gravies, Salad Dressings, Sauces and Casserole Dishes.



Original M.S.G.
SUPER-SEASONING
AJI-NO-MOTO
REGISTERED TRADE MARK
AJINOMOTO CO., INC.
New York Office: 30 Broad St., New York 4, N.Y.
Sole Agent: Wilbur Ellis Co., 40 Worth St., New York 13, N.Y.
307, Mercantile Bank Bldg.,
540 Burrard St., Vancouver, BC.

HOTEL KOKUSAI KANKO



Only one minute walk from TOKYO CENTRAL STATION and to the "Heart" of Tokyo

Pleasant atmosphere and kind services with courtesy
Reasonable Room Rates

Cable Address: KOKUSAIHOTEL TOKYO

VIRGIN ALUMINIUM INGOT

We, the NIPPON LIGHT METAL COMPANY LIMITED, are the topmost smelter in the Orient of virgin aluminium, the quality of which is widely recognized. Let it be known that our plants, with the adjacent electric power stations of our own, are well laid out against the grandeur of Mt. Fuji as an everlasting background.

NIPPON KEIKINZOKU CO., LTD.
(NIPPON LIGHT METAL COMPANY LIMITED
Head Office: Ginza, Tokyo Cable Address: "NIPOLIMECO"

Canadians to Take Part in World Meeting at Tokyo

Asia's Trade And Progress To Be Studied

A group of Canadian business leaders will this month cross the Pacific to take part in the 15th Congress of the International Chamber of Commerce at Tokyo on May 15-21.

This year's I.C.C. meetings will be attended by 85 Canadians, many of whom have been scheduled to make feature appearances at this important international business conference. R. C. Berkinshaw, president of the International Chamber's Canadian Council, will act as chairman of one of four "General Meetings"; his topic will be: "Freer Trade for World Prosperity."

Forty-eight of Canada's delegates to the world-wide business caucus will fly to Japan aboard a specially chartered Canadian Pacific airliner, leaving Vancouver May 11, and returning May 31.

What They'll Discuss

This year's I.C.C. Congress will be highlighted by discussions of Asian problems and world progress. Sessions will deal with Asia's role in the expansion of world trade and methods of promoting the harmonious growth of trade between Asia and the rest of the world. One panel will feature expert opinions on means of attracting foreign capital to develop Asia industrially and the setting up standards for foreign investors.

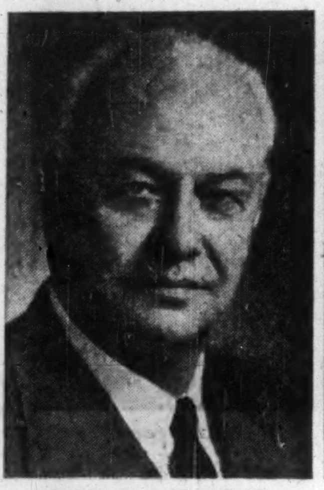
R. C. BERKINSHAW

President of the International Chamber of Commerce Canadian Council, who will be Chairman of the Congress meeting on "Free Trade for World Prosperity," which will discuss the world's trade and tariff policies, including elimination of quantitative restrictions and the future of GATT.

Here's what some other meetings will be discussing: Taxation and Private Enterprise, Productivity in Distribution, Organization & Co-Ordination in International Transport, International Protection of Industrial Property, Modern Techniques of Trade Promotion, and Administrative Obstacles to Trade.

PAUL BIENVENU

Vice-president of I.C.C.'s Canadian Council, who will be speaking on "Credit Facilities in the Distribution Process."

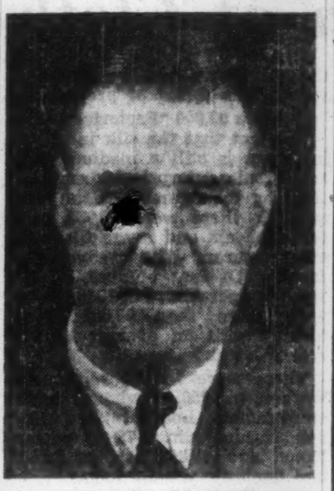


RENE B. PERRAULT

A Director of the I.C.C. Canadian Council, whose topic will be "The Part Played By Distribution in Modern Living."

G. C. HAMMOND

He will discuss operation of the I.C.C. Council on Advertising Practice, and speak on increasing the practical value of advertising media research.

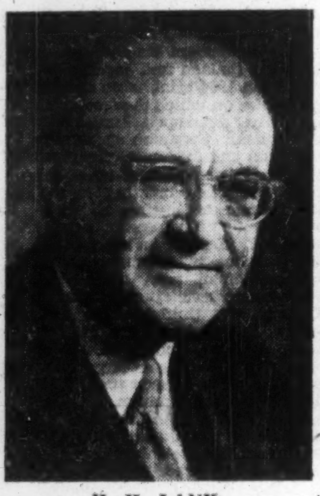


THOMAS OAKLEY

An I.C.C. Canadian Vice-president, his speech will deal with the "International Comparability of Distribution Statistics."

JOHN JAY HOPKINS

A Director of the Canadian Council, his address is titled: "Nuclear Power and Economic Development."



H. H. LANK

Vice-president of the Canadian Council of I.C.C., he will be Chairman of a meeting on the "International Protection of Industrial Property."

J. C. ARMER

A Director of the Canadian Council, he will sit on the Resolutions Committee of the International Chamber's Congress.

D. S. HART

Will be attending the Tokyo meetings on Asian problems and world progress as an alternate delegate for Canada.

Canada's ICC Delegates

Following is the official list of the Canadian delegation to the 15th International Chamber of Commerce Congress, to be held in Tokyo May 15-21:

President, R. C. BERKINSHAW.
Secretary, CARL BERGITHON.
Headquarters, Imperial Hotel.

JAMES C. ARMER, Vice-President, Dominion Forge & Stamping Co., Toronto.

CHARLES S. BAND, Vice-President, Manufacturers Life Insurance Co., Toronto, and Mrs. Band.

CARL BERGITHON, General Manager, Canadian Council, I.C.C., Montreal.

R. C. BERKINSHAW, President, General Manager and Director, The Goodyear Tire & Rubber Co., Canada, Toronto, and Mrs. Berkinshaw.

PAUL BIENVENU, President, Catelli Food Products Ltd., Montreal, and Mrs. Bienvenu.

PERRY S. BOWER, Assistant General Manager and Treasurer, The Great-West Life Assurance Co., Winnipeg, and Mrs. Bower.

M. GORDON BRODIE, President, Brodie Brush Co., Vancouver, and Mrs. Brodie.

MAURICE CORBEIL, Vice-President and General Manager, Tetrault Shoe Ltd., Montreal, and Mrs. Corbeil.

N. RUSSELL CRAWFORD, President, Dow Chemical of Canada, Toronto, and Mrs. Crawford.

P. H. DESROSIERS, President, Ciment Fondu Lafarge (Canada) Ltd., Montreal.

C. H. DICKINS, Sales Director, The De Havilland Aircraft of Canada, Toronto.

AGNES DUNLOP, Secretary to the President, Goodyear Tire & Rubber Co., Toronto.

COURTLAND ELLIOTT, C.B.E., Financial Consultant, Toronto, and Mrs. Elliott.

C. SYDNEY FROST, Executive Vice-President, Bank of Nova Scotia, Toronto, and Mrs. Frost.

HENRI GEOFFRION, Partner, Geoffrion, Robert & Gelinas, Montreal.

G. C. HAMMOND, Vice-President, Cockfield, Brown & Co., Montreal, and Mrs. Hammond.

D. S. HART, Manager, Traffic and Customs Department, Canadian Industries (1954) Ltd., Montreal.

JOHN JAY HOPKINS, Chairman of the Board and Managing Director, Canadair Limited, Montreal.

JAMES E. HOUSTON, Senior Partner, Houston & Co., Toronto, and Mrs. Houston.

R. P. JELLETT, Honorary President, Royal Trust Co., Montreal, and Mrs. Jellett.

PETER JORDI, President, International Aluminium Co. Ltd., representing Aluminum Co. of Canada, Tokyo.

HERBERT H. LANK, President, Du Pont Co. of Canada, Montreal; Mrs. Lank and Miss Jean Kinsman.

A. L. LAWES, C.B.E., former President, Shipping Federation of Canada.

MOSTYN LEWIS, Director, Royal Agencies Ltd., Montreal, and Mrs. Lewis.

L. ARTHUR MAGNAN, M.D., Physician, Montreal.

ALAN P. McCRIRICK, Sales Executive, Alaska Pine & Cellulose Sales Ltd., Vancouver.

R. A. McEACHERN, Editor, The The Financial Post, Toronto.

CLAUDE MELANÇON, Assistant Director of Public Relations, Canadian National Railways, Montreal.

THOMAS OAKLEY, President, Canadian China & Glass Co., Toronto, and Mrs Oakley.

RENE B. Perrault, Chairman of the Board, Cumming, Perrault Ltd., Montreal, and Mrs. Perrault.

A. LOVELL PHILLIPS, President, Canadian Steel Strapping Co., Montreal, and Mrs. Phillips.

HON. C. C. PRATT, Chairman of the Board, Steers Ltd., St. John's.

FORBES RHUDE, Business Editor, The Canadian Press, Toronto.

H. N. WALTERS, General Sales Manager, British Columbia Electric Co., Vancouver, and Mrs. Walters.

F. HOMER ZWICKER, Managing Director, Zwicker & Co., Lunenburg, and Mrs. Zwicker.

J. C. BRITTON
Canada's Commercial Counsellor in Tokyo

Canadian Pulp Plays Part In Japan's Rayon Output

Canada has a $6-million investment in Japan's rayon and staple fibre industry.

That's the average value over the past few years of our exports of pulp suitable for rayon. Japan buys almost twice as much pulp from Canada as she does from either Sweden or United States.

Begun in 1918, Japan's rayon industry got off to a slow start, but by 1937 filament output reached 336 million lb.; rayon staple fibre output a year later totaled 327 million lb. — both world records at the time.

During the war, machinery and equipment were scrapped for war purposes, and spinning mills turned to other uses. The year the war ended, 1945, rayon output was only 29 million lb.—less than 10% of the 1937 peak.

Postwar Recovery

In 1946 the Occupation authorities approved measures to put the industry back on its feet, with an output objective of 300 million lb. The limit was removed in October, 1950, and with the increased demand created by the Korean war, the industry began its full program of modernization.

Here is the output record since then:

	1954	1950
	(000 lbs.)	
Filament yarn	184,852	103,223
Staple fibre	448,066	149,679
Staple yarn	323,424	89,233

The industry moved quickly to recover the prewar level it had held in the international field. Production methods which had been developed in other countries during the war were studied, and modern equipment either imported or made in Japan. By 1953 Japan had returned to its position as leading world producer in rayon staple.

Production of nylon is just getting under way seriously in Japan, with the big Toyo Rayon Co. manufacturing it under the trade name Amilon at its Aichi and Nagoya factories. Output in 1953 was 4.6 million lb., and the company expected to double that production in 1954.

Another synthetic fibre, which reached production of 8.6 million lb. in 1953, is vinylon. Produced by Japanese technique, it has an advantage in that it makes use of domestic limestone, coal and electric power, and is comparatively cheap.

Export Picture

Exports of rayon yarns reached their peak in 1951 in value, when 16.9 million lb. earned $16.9 millions for Japan. The drop in world price shows up in comparison with the 1954 figures, when a greater volume—17 million lb.—earned only $9.5 millions.

We Can Help You In Japan

What Are Your Problems?

- Export?
- Import?
- Trade Contacts?
- General Information?

The Mercantile Bank of Canada with its affiliates in Tokyo, Kobe and Osaka and a staff trained and experienced in foreign trade can help you in these and other trade problems.

Write for our booklet — "Meet Japan" — covering the trade and industry and general economy of Japan.

MONTREAL 495 Victoria Square
VANCOUVER 540 Burrard Street
TORONTO 210 Bay Street will open September, 1955

THE MERCANTILE BANK OF CANADA

Your NEWSPAPER....
THE Nippon Times
First With the News
Largest Circulation in the Orient

SUB[illegible]ION RATES—to U.S.A. and CANADA

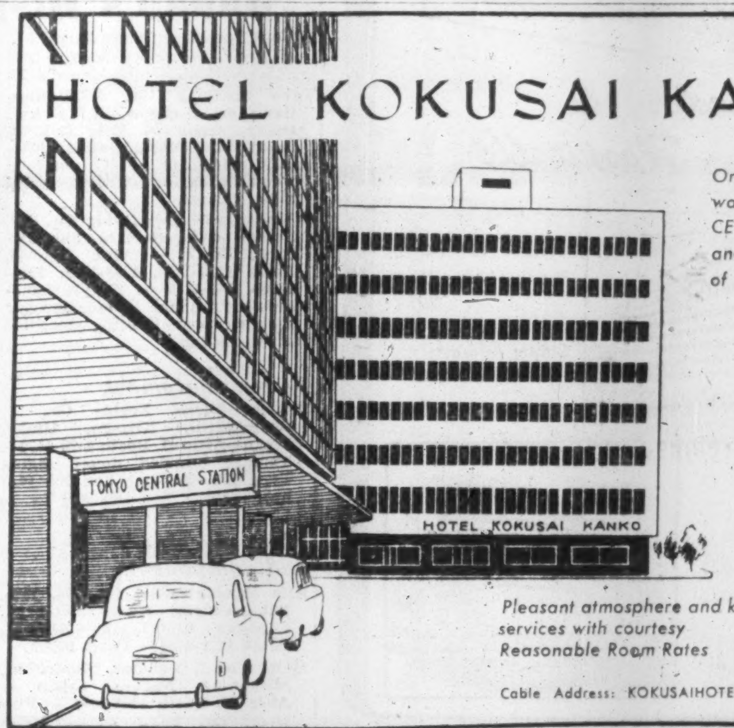
	1 month	3 months	6 months	1 year
By airmail Mail daily	$11	$33	$66	$132
By seamail Mail once a week	$1.70	$5.00	$10	$20

ADVERTISING RATES

Display Ad $4.20 per column inch per insertion
Classified Ad 7 cents per word per insertion $1.40 (20 words) minimum

Position sold when available specified:
Back Page 80% Other Pages 30%

THE NIPPON TIMES, LTD.
1-chome, Uchisaiwai-cho, Chiyoda-ku, Tokyo.
Central P.O. Box 144, 352, 358

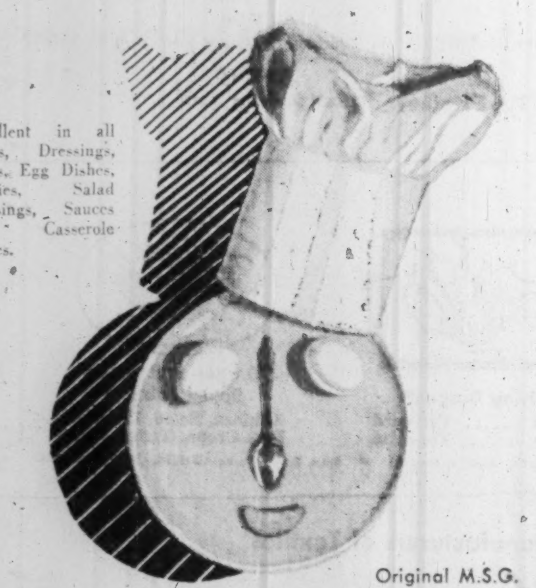


Only one minute walk from TOKYO CENTRAL STATION and to the "Heart" of Tokyo

Pleasant atmosphere and kind services with courtesy Reasonable Room Rates

Cable Address: KOKUSAIHOTEL TOKYO

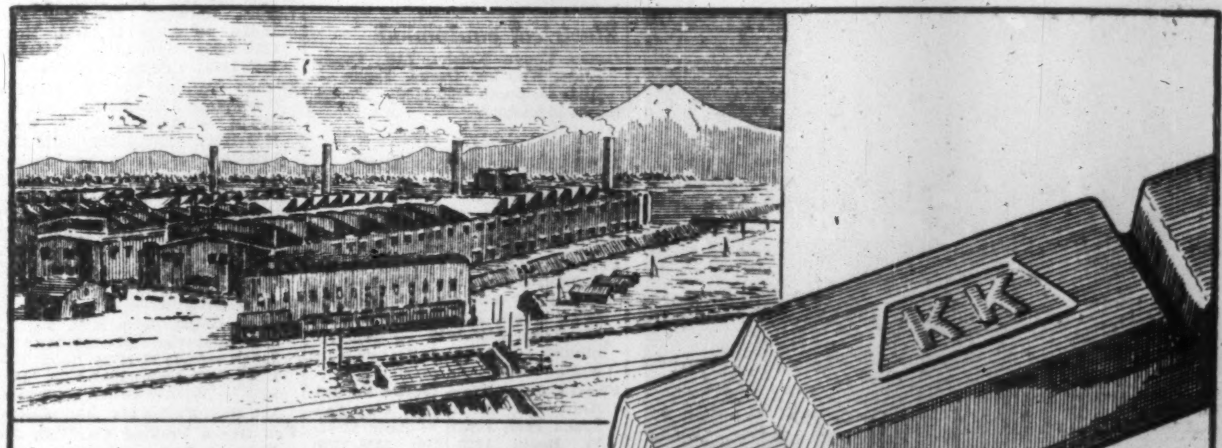
Brings out food flavors



Excellent in all Soups, Dressings, Stews, Egg Dishes, Gravies, Salad Dressings, Sauces and Casserole Dishes.

Original M.S.G.

SUPER-SEASONING
AJI-NO-MOTO
REGISTERED TRADE MARK
AJINOMOTO CO., INC.
New York Office: 30 Broad St., New York 4, N.Y.
Sole Agent: Wilbur Ellis Co., 40 Worth St., New York 13, N.Y.
307, Mercantile Bank Bldg., 540 Burrard St., Vancouver, BC.



VIRGIN ALUMINIUM INGOT

We, the NIPPON LIGHT METAL COMPANY LIMITED, are the topmost smelter in the Orient of virgin aluminium, the quality of which is widely recognized. Let it be known that our plants, with the adjacent electric power stations of our own, are well laid out against the grandeur of Mt. Fuji as an everlasting background.

NIPPON KEIKINZOKU CO., LTD.
(NIPPON LIGHT METAL COMPANY LIMITED)
Head Office: Ginza, Tokyo Cable Address: "NIPOLIMECO"

Japan Hopes to Put Silk Back On Throne as Queen of Cloth

Japan wants to see the queen of the textiles put back on her throne.

That, to them, is silk.

The reasons for the Japanese interest in silk are not hard to find.

—It is one of the few products Japan can produce without importing some or all of the basic raw materials.

—It combines agriculture with industry. The mulberry farms which supply food for the silkworms are important in the farm economy.

—And in the industrial and artistic sense, the manufacture of silk fabrics offers the Japanese wide scope for beautiful design and production.

Before the war, silk accounted for up to 20% of Japan's export earnings. Since 1946, it has dropped to less than 5%.

It offers a big field for recovery, but in common with other textile products, they recognize it as a tough competitive field in which high quality and reasonable pricing will be the major factors.

Lost Hosiery Market

Japan's silk industry, from the export view, received its most serious blow in a one-two punch:

1—The war had cut off its exports of silk for hosiery, particularly to the big U.S. market.

2—Nylon jumped into the hosiery field (first sales in Canada were in May, 1940), and silk has never been able to replace it.

Japanese exports of raw silk to the United States reached a peak of 70.9 million lb. valued at about $85 millions in 1931. (The yen was then worth 25c.)

Those exports dropped to 43.8 million lb. in 1939; last year they were little more than six million lb., valued at $28 millions. (360 yen: $1.)

Those few facts tell much of the story behind the present position of Japan's silk industry, a potential key to the country's prosperity.

Household Industry

The silk industry has long been established in Japan as a household industry or handicraft. Prewar, some 1.5 million acres were given over to mulberry trees, whose leaves provide the food for silkworms. War damage and the transfer of acreage to food production reduced the mulberry acreage to 450,000, but under the Government's five-year plan, it is hoped this will be raised to 600,000 by the end of this year.

Bad weather in 1953 brought a shortage of cocoons, and every effort is being made now to increase production and improve the quality of cocoons. On the favorable side, the output of mulberry leaves has increased, due to fertilizer control and supplemental planting, so that the output of cocoons per acre of mulberry leaves is better than the prewar average. In 1950, output of the cocoons from 449,000 acres was 177 million lb.; in 1953, it was 206 million lb. from 429 acres.

The raw silk is taken from the cocoon by hand or machine reelers, and capacity and output of these reelers has improved in recent years. From the reelers, the silk moves into the factories for various forms of processing.

Once 90,000 "Factories"

The fact that the silk industry in Japan is still a medium and small-scale enterprise is emphasized by the figures. At the end of 1953, there were 19,960 factories of silk and rayon filament manufacturers with weave silk fabrics. Of that number, 18,557 were in operation. (In 1930, there were more than 90,000 "factories," with an average of 2.9 sets of looms.)

There were 159,000 registered workers in 1953, of whom 129,000 were female. Looms totaled 219,349 sets, including 178,491 power looms and 40,858 sets of hand and domestic treadle looms.

That 206 million lb. represents more than 60% of the world's output of cocoons.

The principal producing centre is the Hokuriku district, covering Fukui and Ishikawa prefectures on the Japan Sea, on the West Coast. There, the art of weaving had become highly developed by 1600. In 1871, samples of silk fabrics were imported from Europe as patterns for the Fukui weavers, and a few years later they began to study the production of Habutae, a softer, smoother silk formerly produced only in the ancient capital of Kyoto and in Kiryu. Fukui habutae now holds a high reputation among the export silks. Production in the prefectures of Fukui and Ishikawa accounts for two thirds of the total of broadcloth silk weaving in Japan.

Export Standards

Silk fabrics destined for export are more than 27 in. wide; the narrower silk fabrics are designed for domestic consumption.

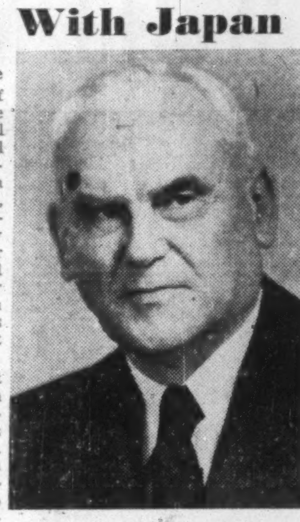
The standard of silk exports is controlled by government inspection, with these standards themselves under constant study as production techniques improve and according to the trend of the overseas market.

The move was taken following an International Silk Conference in 1951, when an Export Fabrics Quality Improvement Commission was established.

By categories, habutae, organdie, georgette crêpe and flat crêpe are the main items of export, followed by shantung and Fuji silk. These lightweight silk fabrics are traditional textile products of Japan, manufactured by special weaving techniques and finishing and processing methods peculiar to the Japanese which give them their high quality.

Our Trade With Japan

By HON. C. D. HOWE
Minister of Trade and Commerce



Mr. Howe

I welcome this opportunity of contributing a message for the special issue of The Financial Post on Japan. This issue will serve a useful purpose in assisting Canadian businessmen to a better understanding of Japan, and so to the further development of mutually satisfactory trading relations between our two countries. As Canada's third largest export market, and by far our leading trading partner in Asia, Japan, its problems and its prospects, is of particular interest to this country.

It is a happy coincidence that this issue is appearing so soon before the Canadian International Trade Fair opens its doors for the eighth consecutive year. The exchange of information on such an occasion enables businessmen of our two countries to transact sales of mutual advantage. Through the co-operation of Canadian firms, the Department of Trade and Commerce arranged a display of Canadian products at an international trade fair in Osaka last year. A somewhat similar display will be on view from May 5-18 this year at the Japan International Trade Fair in Tokyo.

In turn, the Canadian International Trade Fair will afford Japanese businessmen an opportunity of showing their products in this country, of discussing their merits with those of other lands, and of taking orders. These facilities provide a concrete illustration of Canada's two-way trade policy, in that it affords opportunities to all countries of showing their products to Canadians. It is expected that representatives of Japanese commercial houses will compete with those from other countries for the attention and acceptance of Canadian importers. They can also arouse the interest of prospective purchasers from other lands visiting Toronto during the trade fair this month.

The past five years have seen a remarkable increase in trade between Canada and Japan. Japan, with its highly industrialized economy supporting a population of close to 90 millions, is a natural market for Canada's output of industrial raw materials and foodstuffs. In turn, Japanese industries are in a position to supply a substantially larger share of Canada's import requirements of industrial machinery, equipment, and other specialized manufactured items. The post-war emphasis in Japan on quality merchandise provides a firm base for the expansion of trade between our two countries.

The Agreement on Commerce between Canada and Japan concluded in 1954 establishes agreed principles on which the trade can be further developed. Under this Agreement, Canadian exporters to Japan and Japanese exporters to Canada are assured an equal opportunity in competing in each other's markets against all other foreign suppliers. As an exception, and in order to meet present balance of payments difficulties, Japan may, under the Agreement, restrict imports from Canada, the United States and other dollar suppliers to the more essential goods. However, on a number of items of particular interest to Canada there may be no discrimination. Other features of the Agreement on Commerce include an undertaking to conform to internationally accepted fair trade practices, an article on "in transit shipments," a special valuation clause, and provisions on state trading.

In addition to the Agreement on Commerce negotiated directly with Japan, Canada and other signatories to the GATT are at present engaged in trade negotiations with the Japanese at Geneva. The successful conclusion of these negotiations would result in the accession of Japan to the General Agreement on Tariffs and Trade.

These trading arrangements provide a framework within which Canadian businessmen can develop and expand mutually advantageous trading relations with Japan. This special issue of The Financial Post gives an indication of the wide opportunities for trade.

Japan's Display at CITF

(Continued from page Japan 5)

Messrs. Julian Wilczur, 2090 Beaconsfield Avenue, Montreal 29.

Toyo Spinning Co., 8, Dojima, Hamadori, 2-chome, Kita-ku, Osaka, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Cotton and woolen fabrics, woolen yarn, rayon fabrics.

Z Knitting Manufacturing Co., 443, Sagara-mcahi, Haibara, Shizuoka Pref., Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Z-style hand-knitting machine 168-needle type; Z-style hand-knitting machine 180-nedle type.

Power equipment

Yanmar Diesel Engine Co., 62, Chayamachi, Kita-ku, Osaka, Japan—Aisle 41, Booth 4120-4130— Yanmar branded diesel engine Type K2 (2/3 hp) and K4 (4/5 hp).

Plant machinery and components

Kito Manufacturing Co., No. 1084, Nakanoshima, Kawasaki-city, Kanagawa Pref. Japan — Aisle 41, Booth 4120-4130 — Chain block.

Meiki Co., 1, 2-chome, Shioiri-cho, Mizuho-ku, Nagoya, Japan — Aisle 33, Booth 3362-3364 — Plywood hot press model Meiki SQ-408-10.

Electrical equipment

Osaka Togyo Kaisha, Ltd., Osaka Bldg., Kita-ku, Osaka, Japan — Aisle 41, Booth 4120-4130 — Porcelain insulators.

Household furnishings, appliances, musical instruments, sporting goods, toys

Fujishima Seirenjo 538, Kawakami, Nakahirokawa-mura, Yame-gun, Fukuoka Pref. Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Bamboo blinds; luncheon mats; bamboo wastebaskets.

Fukui Bamboo Ware Works, No. 915, Asada-cho, Hamamatsu City Shizuoka Pref. Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Bamboo ware.

Gosho Co., The, No. 11, Yokobori 1-chome, Higashi-ku, Osaka, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — General merchandise.

Hakata Urasaki Doll Co., 8 Myorakuji-shinmachi, Fukuoka, Japan—Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Earthenware (Hakata Doll).

Hakuyo Trading Co., Marunouchi Bldg., No. 2, 2-chome, Marunouchi, Chiyoda-ku, Tokyo, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Chinaware; tableware; kitchenware.

Japan Bicycle Industry Association Chubu (Nagoya) Branch 2, Oike-cho, 5-chome, Maka-ku, Nagoya, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Bicycle parts & accessories.

Kajiyama Industry Co., No. 142, 1-chome, Aoki-cho, Shizuoka, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Two tier tray; condiment set; toothpick holder.

Kanematsu & Co., F., 25, 4-chome, Minamikyutaro-machi, Minami-ku, Osaka, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Household sewing machines.

Kasuga & Co., 95, Hachimandori, 5-chome, Fukiai-ku, Kobe, Japan —Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Toys (metal, wooden and porcelain); Textiles (sample book).

Kawai Musical Inst. Mfg. Co. No. 200, Terajimacho, Hamamatsu, Japan—Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Harmonica.

Kimbara Loofah Co., 123, Takabayashi-cho, Hamamatsu-city, Shizuoka Pref. Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Loofah products.

Kinko Shoji & Co., No. 4, Shinohara-cho, Kokoku-ku, Yokohama, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Brass ware.

Kinsen Wire Netting Works Ltd., 446, Nakakosaka, Fuse-shi, Osaka, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Metal bird cages and accessories; wire rack for glasses; wire rack for coffee set, and wire bicycle baskets, and document trays.

Kyowa Boeki Bussan Ltd., 866, Kami 1-chome, Higashi-Ozone, Kita-ku, Nagoya, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Sewing machine heads. Two sets (home use and Zig-Zag).

Meiji Shokai, 216, Imonoshi-cho, Ejiri, Shimizu, Shizuoka Pref. Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Pepper mill set.

Mizuho Trading Co. 12, 3-chome, Horitadori, Mizuho-ku, Nagoya, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Town-gas-meters; water-flow-meters; clocks; speedometers and fishing reel.

Mitsuboshi Cutlery Co., No. 5, 1-chome, Kanda Surugadai, Chiyoda-ku, Tokyo, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449—Cutlery and flatwares.

Nippon Gakki Seizo K.K. No. 250, Nakazawa-cho, Hamamatsu, Japan —Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Musical instruments (guitar, metronome and harmonicas).

Pan Ocean Trading Co., P.O. Box Naka 18, Nagoya, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Chinaware; sundry goods.

Riken Kinzoku Kogyo Co., No. 5, 2-chome, Kitukawa, Sumida-ku, Tokyo, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Scientific toys.

Saito Shoten, Ryogaecho, Marutamachi, Kyoto, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Gold brocade cigarette case, cushion, slippers, etc.

Sanyu Co., 12, Temma-cho, Shizuoka, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Artificial flowers; wooden and bamboo ware; fireworks and toys, etc.

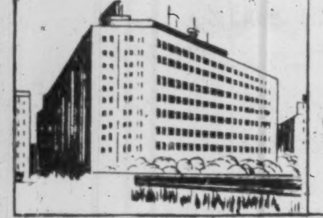
Seishin Trading Co., 11, Miyuki-cho, Shizuoka, Japan—Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Lacquer ware; wooden ware; bamboo ware. **Canadian Representatives:** Messrs. J. W. Corbeil, 5453 — 9th Avenue, Rosemount, Montreal.

Toyo Menka Kaisha, Ltd., 1, 4-chome, Nihonbashi, Chuo-ku, Tokyo, Japan — Aisle 12-13-14, Booth 1230-1250; 1325-1349; 1344-1350; 1445-1449 — Fishing goods; optical goods; sheet glass; silk piece goods; plywood, porcelain ware and tile.

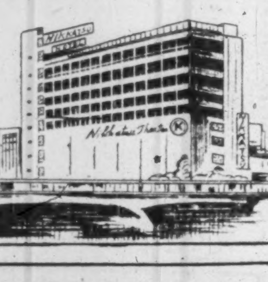
THE SUMITOMO
MARINE & FIRE INSURANCE CO., LTD.
President: T. HANAZAKI
AGENTS
SEDGWICK, COLLINS & CO., LIMITED 43-46, King William St., London, E.C.4
HARTLEY, COOPER & CO., LIMITED 85 Gracechurch St., London, E.C.3
CARPINTER & BAKER 99 John St., New York, 38
Head Office: TOKYO, JAPAN Cable Address: SUMITKAIJO TOKYO

READY FOR EXPORT
RAILS, SHAPES, SHEET PILING, BARS, WIRE RODS, PLATES, HOT ROLLED SHEETS, COLD ROLLED SHEETS, DURZINC SHEETS, (GALVANIZED STEEL SHEETS), TIN PLATES, ELECTRICAL SHEETS, NAILS, ETC.
yawata Steel
The Biggest Steel Producer in the Orient
YAWATA IRON & STEEL CO., LTD.
Head Office: Marunouchi, Chiyoda-ku, Tokyo
Cable Address: YAWATASTEEL TOKYO

JAPAN
Nikkatsu Hotel
TOKYO & HAKATA
Modern & Hospitable



TOKYO HIBIYA
Phone: (27) 2261 2271
Cable Address: "NIKKATSU HOTEL"



HAKATA HIGASHINAKAZU
Phone: (3) 6621 6626
Cable Address: "HAKANIHO"

Embroidery
Cotton
Nylon
Rayon
Ramie
TRADE MARK HIRASEN LACE
HIRASEN LACE MFG., CO.
SEIBUMACHI, SAITAMA, JAPAN

TOYOBO'S
Well-known Brands that stand for Dependability and Quality
Come and See!
TOYOBO Textiles displayed at 1955 Canadian International Trade Fair May 30 - June 10
COTTON

Flying Dragon*
•SANFORIZED•
Fabric Shrinkage not over 1%
9300 9350 ...... White Broadcloth
9330 .... White Poplin
3000 .... White & Yarn Dyed Poplin
5600 18000 ..... White Shirting
2550 .... Yarn Dyed Denim
1111 1300 ...... Yarn Dyed Gingham

Two Fish*
6776 .... Bed Sheets
WOOL
TOYOTEX*
Sharkskin
Worsted Flannel
Fancy Suiting
Gabardine (Black Satin)
Tropical
Plain Worsted (Top Printed)
All Wool Worsted Hosiery Yarn T A M 1500*
All Wool Worsted Weaving Yarn T A M 2500*
All Wool Hand Knitting Yarn
RAYON

Peacock and Globe* Rayon Filament Yarn (Bright)

Golden Kite* Rayon Filament Yarn (Semi-Dull)

Flying Dragon*
A 10 ...... Vec-cord
A 20 .... Toyoette

Dragon and Globe Rayon Fabrics* (Shioze, Satin, Habutae, Flat Crepe, Taffeta, etc.)
High Tenacity Rayons (Rayon Tire-cord, Rayon Duck) • Rayon Staples (Bright, Dull Crimped) • Spun Rayon Yarns (Bright, Dull Crimped)
One of the World's Largest Manufacturers of Textiles
Toyobo
TOYO SPINNING CO., LTD.
OSAKA, JAPAN
Established: 1882
Cable Address: TOYOBO
OVERSEAS OFFICE: TOYOBO NEW YORK, INC.
150 Broadway
New York 38, N.Y.
U.S.A.
*Trade-marks of Toyo Spinning Co., Ltd.

Nature Helps, Hinders Japan's Hydro Power Plans

Many Rivers in Mountains, Little Space for Reservoirs

Electric power, the lifeblood of any industrial nation, looms large in Japan's planning.

The accidents of nature have created a paradox.

—High mountains and abundant rainfall hold the promise of cheap hydro-electric power. But there are few regions in which big storage dams can be built.

—Domestic coal is expensive (see separate article on the coal industry).

—Japan must import all its oil.

Japan's electric power supply for 1955 is estimated at 41,544 million kilowatt hours. (Canadian output is now about 62,000 million kwh.) That's an increase of 8% over 1954. Demand will be up 10%. More than 1.6 million kwh. will be added to generating capacity in the coming year, but the threat of shortage hangs over the nation.

Of nature's two obstacles to steady and increased output, one is permanent and unpredictable. That is the rainfall. The wet season lasts from April to July, with the heaviest rains in June. But the winter months of December to February, when power is in greater use, are the dry season.

Problem of the Land

The other obstacle is the nature of the land, and engineering is overcoming some of that.

There are at present about 50 points, with total generating capacity of 832,000 kw., where the reservoir system is in operation, and where water can be stored during the wet season, to be released through the turbines and create power in the dry season.

There are not, as in Canada, long rivers dropping gradually down to the sea, on which power dams can be built at strategic points. The rivers of Japan drop sharply and swiftly to the ocean.

But every available site is being examined, and a five-year program promises the addition of 3.5 million kw. from hydro-electric sources.

The largest hydro power plant in Japan now has capacity of 75,000 kw (about 100,000 hp.). The new Sakuma generating plant on the Tenryu River, midway between the major cities of Osaka and Tokyo on Japan's east coast, will have a capacity of 350,000 kw. (less than one half of Ontario's share in the St. Lawrence Seaway-Power project now under construction). The Sakuma plant is scheduled for completion in June, 1956.

The Sakuma plant is being constructed by the Electric Power Development Co., a government-owned organization formed in 1952 to speed hydro development and to provide capital not available to the private industry.

Regional Companies

During the war and in the immediate postwar years, the power industry was operated under state control. These controls were removed in 1950, and in 1951, the industry was reorganized with the formation of nine regional companies, responsible for the generation, transmission and distribution of energy.

Book value of their assets is about $1,000 millions, but the strict government controls on rates prevented the companies from carrying out a normal program of repair and expansion. The rates: 1.32 cents kwh.; Canada's average: 1.65 cents.

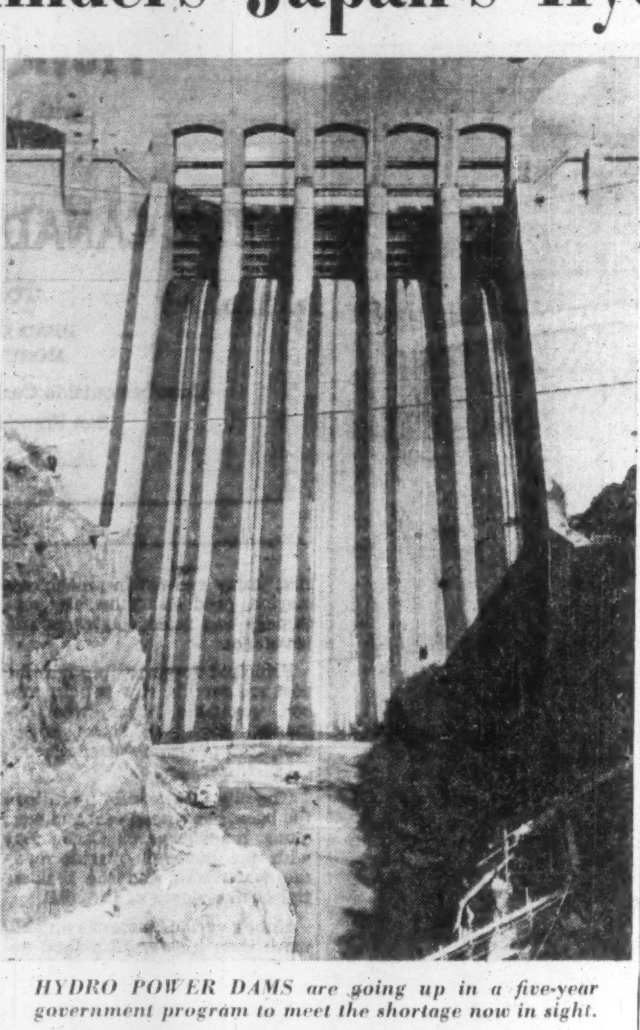
Here is the record of generating facilities of the companies in 1954:

Company	Hydro	Thermal (1,000 kw)	Total
Tokyo	1,520	412	1,932
Kansai	1,271	1,094	2,365
Chubu	842	378	1,220
Chugoku	368	358	726
Kyushu	500	754	1,254
Shikoku	264	85	349
Hokuriku	567	10	577
Tohoku	1,051	9	1,060
Hokkaido	296	141	437
Total	6,679	3,241	9,920

Following adoption of the development program in 1952, more than $720 millions was invested by the government in 1952-53. In addition, a $40-millions loan was granted by the International Bank for Reconstruction and Development, distributed among three of the power companies, and another loan of $9 millions came from the Bank of America.

Here is the changing pattern of electric power consumption in Japan by large consumers, classified by industry, and accounting for nearly 75% of the total use:

Industry	1948	1953
	(kwh millions)	
Mining	2,636	3,852
Metal Mfg.	2,684	5,919
Machin'y Mfg.	882	1,154
Chemicals	6,449	10,656
Ceramics	372	1,462
Textiles	534	1,303
Railways	1,659	2,869



HYDRO POWER DAMS are going up in a five-year government program to meet the shortage now in sight.

The companies themselves have increased their capital from the original $20 millions to $128 millions at the end of March, 1954. The figures emphasize the fact that the funds raised are small in comparison with those required, and also that the accumulated capital of private enterprises in Japan is not large. The government must supply 60% of the funds needed for capital expansion. That's one reason Japan is looking to foreign capital.

The five power companies which operated prewar had foreign loans of $144 millions U. S. and £4.8 millions U. K., which were taken over by the government in 1943 under the Foreign Debt Adjustment Law. Prewar, payment of principal and interest for these debts received priority for foreign exchange. In September, 1952, Japan signed an agreement with U. K. and U. S. creditors on the settlement of bonded debts.

Rates To Go Up

At 1.35 cents per kwh, cost of electricity in Japan is now among the cheapest in the world, but there seems little doubt that it will be increased soon, despite the government's efforts to hold it down. The two main factors pointing toward higher rates are:

(1) cost of new capital developments mentioned previously;

(2) higher costs of wages, fuel and maintenance.

The industry employs about 130,000, of which more than 70,000 belong to company trade unions, and more than 50,000 are members of Densan, the Japan Electric Industry Workers' Union sitting on the extreme left wing of the labor movement. Average monthly wages are over $50, plus company benefits in the form of housing, etc., making the industry one of the highest paid in Japan. In 1951, the basic standard wage was $32 a month.

The rising cost of fuel for thermal plants is shown by the fact that in 1944, fuel cost represented 5.1% of the total; in 1951, it was 25.8%. Since then, coal costs have been stabilized.

Japan has a unique system of rates for electricity, which takes into account the difference in cost of generating hydro and thermal power.

Power is allocated at low rates, based on the hydro cost, but any power used over the allocation is paid for on a system based on the thermal cost.

REGIONAL DISTRIBUTION OF POTENTIAL AND DEVELOPED HYDRO POWER IN JAPAN

(As of the end of December, 1954) (in thousands of KW)

AREA	Hydro-Power — Developed — Maximum	%	—Undeveloped— Maximum	%	— Total — Maximum	%	Thermal-Power Maximum	%
Hokkaido	355	4.8	965	6.6	1,320	6.0	304	6.8
Tohoku	1,168	15.6	3,681	25.2	4,849	21.9	140	3.1
Tokyo	1,935	25.9	2,489	17.0	4,424	20.0	610	13.7
Chubu	905	12.1	2.118	14.5	3,023	13.7	354	8.0
Hokuriku	489	6.5	1,225	8.4	1,714	7.8	29	0.7
Kansai	1,361	18.2	1,955	13.4	3,316	15.0	1,255	28.2
Chugoku	350	4.7	770	5.3	1,120	5.1	581	13.1
Shikoku	303	4.1	764	5.2	1,067	4.8	163	3.7
Kyushu	609	8.1	653	4.4	1,262	5.7	1,009	22.7
Total	7,475	100.0	14,620	100.0	22,095	100.0	4,445	100.0

Notes: 1. Area is classified by location of already established power generating plants and of power plants to be developed in the future of each electric power company.

2. The above figures of hydro-power include only not less than maximum of 300 KW for developed power and 1,000 KW for undeveloped, respectively.

3. The hydro and thermal power capacity include private power plants.

Source: The Electric Power Development Company.

What We Sold to Japan

Japan bought from Canada in 1954 goods valued at $96.5 millions, of which $50.8 millions was in wheat, $13 millions in barley. In all, the range of exports to Japan covered 225 customs classifications.

Here is a breakdown of the customs' classifications which reached an export value of more than $100,000.

		Quantity	Value
Wheat	bu.	28,776,651	$50,819,253
Barley	bu.	10,715,140	13,081,556
Pulp sulphate, bl. dissolving	cwt.	811,751	6,233,713
Flax seed, nop	bu.	1,205,114	3,760,595
Iron ore	ton	540,759	3,661,924
Whisky	gal.	316,840	2,363,799
Asbestos, milled fibres	ton	12,162	1,855,626
Oil, gasoline, and naphtha	gal.	12,162,500	1,585,000
Flour, of wheat	bbl.	196,199	1,539,855
Scrap iron or steel	ton	35,656	1,176,390
Copper scrap slag skimmings	cwt.	33,904	872,890
Polystyrene	cwt.	23,762	781,353
Metals, unmanufactured, nop	—		723,626
Lead in pgs, refined lead	cwt.	66,249	703,170
Platinum, etc., in concentrates	—		520,445
Drugs and chemicals, nop	—		499,527
Aluminum in primary forms	cwt.	26,456	497,807
Asbestos, waste refuse, shorts	ton	6,368	481,559
Bookkeeping mach., cal. and parts	no.	173	464,499
Tallow	cwt.	57,234	436,649
Cattle hides, raw	no.	54,785	434,643
Brass scrap dross and ashes	cwt.	18,768	347,018
Wood pulp, sulphate, kraft unbl.	cwt.	72,074	307,082
Calf skins and kips, raw	no.	52,044	260,825
Fish roe, fresh, frozen, cured	—		250,787
Newsprint paper	cwt.	37,747	226,249
Aluminum scrap	cwt.	10,280	197,642
Logs, cedar	m. ft.	4,625	161,871
Wool, rags and waste	cwt.	2,424	158,612
Planks, boards cedar	m. ft.	1,456	123,619
Nickel, fine	cwt.	2,043	118,515
Metal working machinery, nop	—		106,239
Cigarettes	m.	25,422	102,326

We Bought from Japan

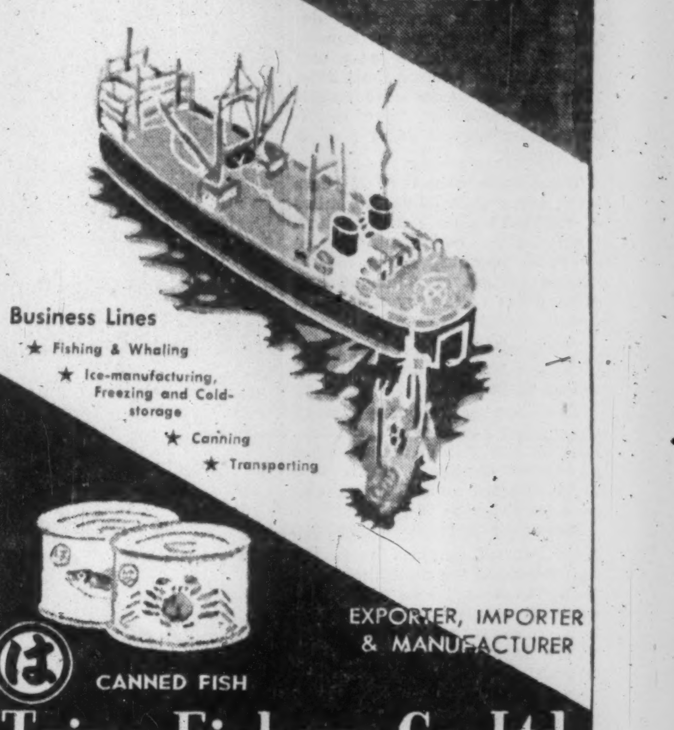
In 1954, Canada imported goods to the value of $19.2 millions from Japan. They consisted of products in more than 400 customs classifications, and the variety is indicated by the two items with the highest value: casings for gas or oil wells, and fresh mandarine oranges.

Here is a breakdown of the customs' classifications which reached an import value of $100,000 or more:

		Quantity	Value
Casings, gas, water or oil well	—		$1,487,152
Oranges, mandarines, fresh	cu. ft.	813,039	1,477,366
Toys of all kinds, nop	—		759,317
Fish, fresh	lb.	3,643,823	705,031
Plywood, glued or cemented	gross		644,442
Tuna fish, canned	lb.	1,398,027	605,231
Gloves, mitts and mittens, wool	dz. pr.	212,755	604,150
Clothing, silk, women's, children's	oz.	879,480	535,636
Mechanical toys of metal	—		512,766
Tableware of china porcelain	—		474,586
Electro plated ware and giltware	—		414,426
Packages containing goods, nop	—		405,886
Optical and philosophical inst.	—		357,654
Sodium glutamate	lb.	257,107	329,383
Stoneware, earthenware, nop	—		321,182
Gloves of synthetic fibres	dz. pr.	106,721	314,656
Jewellery, nop	—		288,683
Buttons, nop	gross	465,936	270,976
Canadian goods returned	—		261,247
Fish nets, netting, commercial	lb.	167,531	247,297
Sewing machines	no.	14,305	239,261
Porcelain statues, statuettes	—		235,942
Fish oil, nop	gal.	40,180	234,272
Vegetables, fibre mfgr, nop	lb.	250,294	227,967
Precious stones, not mounted	—		225,880
Pillow cases, cotton	lb.	279,725	223,930
Handkerchiefs, cotton	lb.	182,525	219,479
Mahogany	m. ft.	1,361	210,398
Sheets, tablecloths, towels, flax	lb.	211,558	195,068
Tea, green	lb.	521,887	192,132
Alabaster spar amber ornaments	—		171,458
Knives and forks, table	—		167,875
Plates over 66 in., less 78 in.	cwt.	34,462	161,737
Pipe fittings, couplings, nop	—		145,294
Tourist purchases, duty free	—		138,788
Feathers, flowers, art, for hats	—		133,881
Paper novelties, flowers, games	—		127,757
Boots, shoes, and slippers, nop	pair	271,162	127,261
Gloves, cotton	doz. pr.	43,191	122,255
Crabs, clams, shrimps, canned	lb.	374,148	119,930
Mfg. of wood, nop	gross		114,459
Wire nails over 1 inch	cwt.	19,601	106,964
Communion sets, church articles	—		100,216

TAI-YO BRAND

FROZEN FISH



Business Lines
★ Fishing & Whaling
★ Ice-manufacturing, Freezing and Cold-storage
★ Canning
★ Transporting

CANNED FISH

EXPORTER, IMPORTER & MANUFACTURER

Taiyo Fishery Co., Ltd.

TAIYO GYOGYO K.K.

TOKYO, JAPAN Cable Address: "OCEANFISH TOKYO"

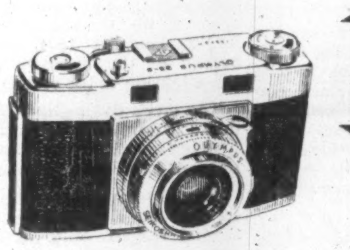
WIDELY RECOMMENDED THROUGHOUT JAPAN

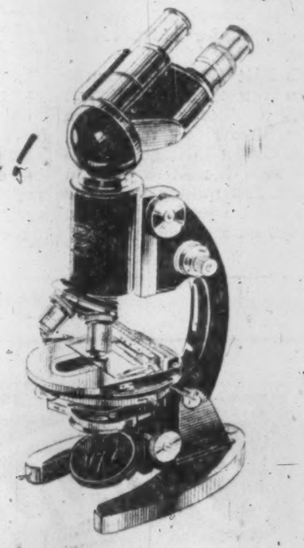
VISIT US AT THE C.I.T.F., TORONTO

Build Better Business with Quality Products!

OLYMPUS TOKYO

OLYMPUS





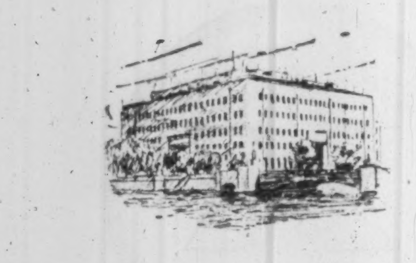
Highest performance and finest workmanship are built into Olympus cameras including the handsome automatic Olympus 35-S precision camera. Display Olympus cameras, your customers are sure to choose them for their quality features.

The complete line of superior microscopes is now being manufactured in the modernized factory and under strict supervision of the Olympus Optical Company. Rush orders from throughout the world indicate that every Olympus dealer is rapidly expanding his business and making new sales records.

OLYMPUS OPTICAL CO., LTD.

5, 6-CHOME, NISHI-GINZA, CHUO-KU, TOKYO, JAPAN

WORLD-WIDE BANKING SERVICES



The SUMITOMO BANK, Ltd

HEAD OFFICE
OSAKA, JAPAN
BRANCHES
In principal cities throughout Japan
OVERSEAS OFFICES
NEW YORK AGENCY:
149 Broadway, New York 6, N.Y., U.S.A.
LONDON REPRESENTATIVE OFFICE:
4, Copthall Court, London, E.C. 2, England
KARACHI REPRESENTATIVE OFFICE:
Qamar House, Bunder Road, Karachi, Pakistan.

AFFILIATED BANK
THE SUMITOMO BANK
(CALIFORNIA)

HEAD OFFICE:
440 Montgomery St., San Francisco 4, Calif., U.S.A.
Branch:
101 South San Pedro St., Los Angeles 12, Calif., U.S.A.

Sumitomo Serves the World

Main Products
Steel Tubes & Pipe (Seamless & Welded)
Oil Country Tubular Products (Authorized to use the API monogram.)
Water & Gas Pipe
Boiler Tubes
All other sorts of Tubes & Pipe
Welding Pipe Fittings
Hydraulic Pressed Large Dia. Seamless Steel Pipe
Gas Cylinders & Air Vessels
Parts for Rolling Stock
Steel Tires, Wheels, Couplers, etc.
Steel Castings & Forgings
Permanent Magnets (KS & NKS)
Copper, Aluminium & Alloy Products (Brass etc.)

SUMITOMO METAL INDUSTRIES, LTD.
Head Office: 31 Kawaramachi 4-chome, Higashi-ku, Osaka, Japan
Cable Address: "SUMITOMOMETAL OSAKA"

Don't miss the opportunity offered by

SUMITOMO SHOJI KAISHA, LTD.

This Company is the sole trading concern among the various Sumitomo enterprises, handling products of affiliated Sumitomo manufacturers and other important Japanese producers.

Principal Lines
Iron and Steel — Machinery and Equipment
Metals and Ores — Electric Cables
Chemicals — Electric Equipment
Fertilizers — Transportation Equipment
Foodstuffs — Fuel Oils and Lubricants
Textiles — Aircraft and Accessories

Send your inquiry to:
Head Office: 22, 5-chome, Kitahama, Higashi-ku, Osaka, Japan
Cable Address: "SUMITSHOJI OSAKA"
Overseas Offices: New York, Portland (Oregon), Mexico City, Buenos Aires, Duesseldorf, Cairo, Bombay, Calcutta, Karachi, Rangoon, Bangkok, Manila, Hongkong, Taipei, Naha

The Cities of Japan: Big and Still Growing

Tokyo

By its very nature, any large city is a city of contrasts. Tokyo with eight millions is no exception.

Capital of Japan since 1868, the modern Tokyo that was growing with the nation was largely destroyed in the great earthquake of 1923. Its rebuilding—at a cost of 700 million yen, or more than $200 millions—with wide streets and fine buildings, gave it another start toward being a modern capital.

Then, little more than 20 years later, more than 50 square miles of the 796.5 square miles which form Tokyo metropolis were swept in bombing raids; 767,000 houses burned or damaged and great areas of factory space laid flat.

The result has been that much of Tokyo has been rebuilt twice, within 30 years.

The main buildings are modern stone, steel and concrete, particularly in the blitzed areas. Office buildings, theatres, stores and banks dot the central areas, and new construction is thriving.

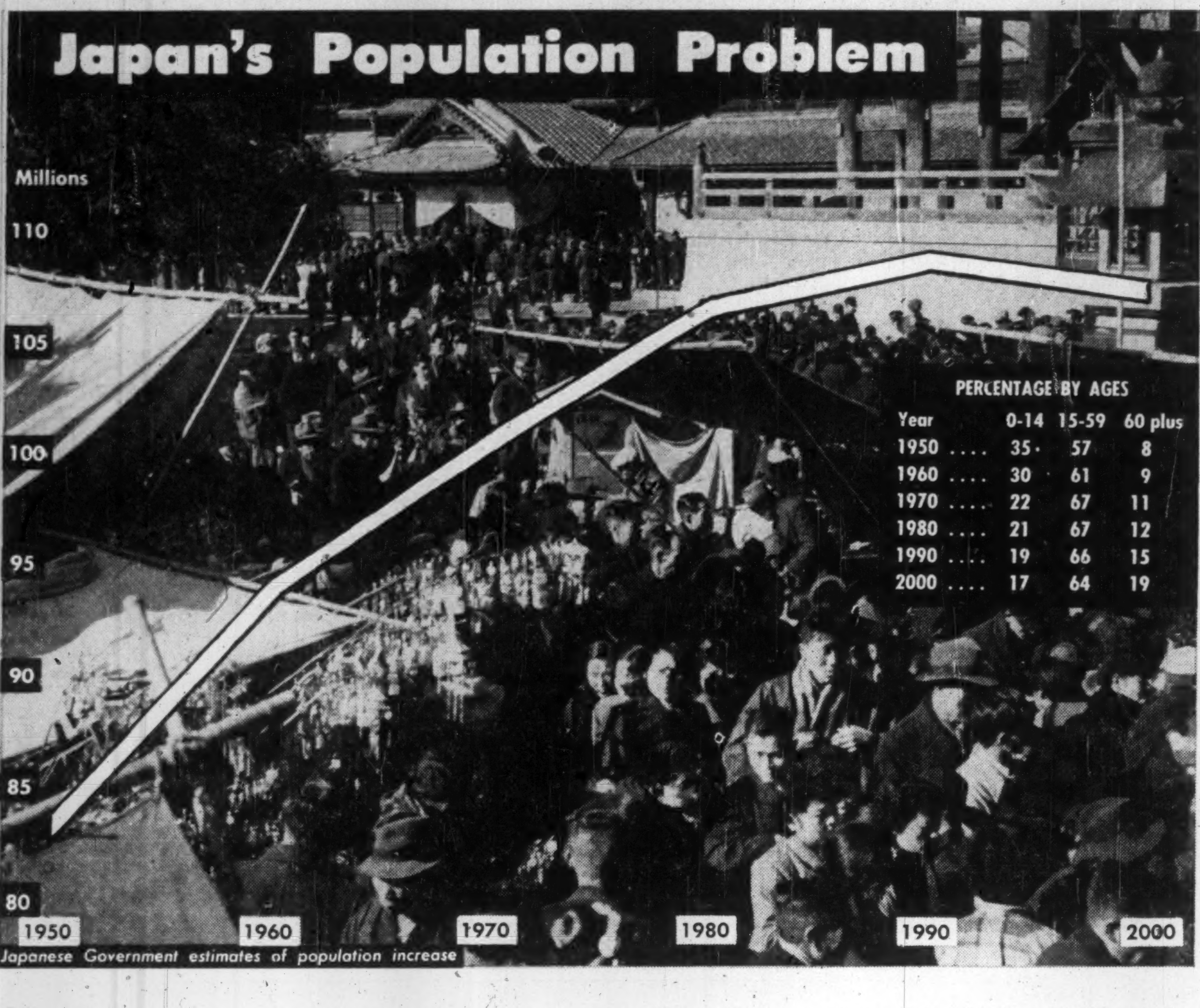
But to the visitor to Tokyo, the most interesting parts lie in the side streets off the main thoroughfares, in the spacious parks, and in the residential and small business sections on the outskirts, where Japanese architecture and styles still hold sway.

Shopping areas vary from the big modern department stores to tiny, open front stalls jammed together on streets, so narrow automobile traffic is forbidden.

In the centre of the city are the 400-acre grounds and the private buildings of the Imperial Palace beautifully landscaped and surrounded by moats. Tokyo has nine major parks, a botanical garden and zoo; five stadiums for sports events, and six universities.

While a number of the Buddhist shrines and temples were damaged by bombing, there remain many major shrines and museums.

Japan's Diet (Parliament) meets in the magnificent Diet building, a three-story white stone structure rising to 215 ft., highest building in Japan. Completed in 1936, it took 18 years to build, cost 25.8 million yen. The building itself covers more than three acres on a 17-acre site.



Year	0-14	15-59	60 plus
1950	35	57	8
1960	30	61	9
1970	22	67	11
1980	21	67	12
1990	19	66	15
2000	17	64	19

Japanese Government estimates of population increase

Osaka

The City of Osaka, 360 miles south of Tokyo, is one of the major centres of commerce and industry in Japan. Site of the first Japanese International Trade Fair in 1954, it is already planning another fair for 1956.

Osaka is first referred to in Japanese history in 661 B.C. as Naniwa; in 313 A.D. it became the capital under the Emperor Nintoku, and in 1583 a feudal lord, Hideyoshi Toyotomi, built the castle which is now one of the city's major tourist attractions.

With a population of more than four million in 72.4 square miles, Osaka has been a city of merchants since olden times. During the war, 19.5 square miles of the city were devastated in bombing raids, and one half of the houses destroyed. At the end of the war, the population, because of evacuation and casualties, was little more than one million, or one third of the prewar peak.

Latest available figures show that Osaka, with about 2.5% of Japan's population, has nearly 5% of the business establishments and 7% of the number of workers.

Industrial production in the Osaka area averages about $1,500 millions a year, led by textile fibre manufactures, metals, machinery and chemical products. Osaka's industry produces about 15% of Japan's total output. In the light metals field, sewing machines and bicycles are important manufactures.

The Port of Osaka itself is undergoing repairs started in 1947 on a 10-year plan. Over nine million tons of freight were handled in 1952, from 40,000 vessels; the completed project will make it possible to handle 30 million tons of goods a year.

Nagoya

Lying midway between Tokyo and Kyoto, with more than one million persons, Nagoya is Japan's fourth largest city. The city first grew up around a number of castles built in the 16th century. During Japan's industrial renaissance in the middle of the 19th century, various industries such as cotton spinning, weaving, clock and watch making were introduced which led to the city's present industrial importance.

With a harbor capable of servicing 20,000-ton ships, Nagoya is an important transportation centre. It is the converging point of three principal railway lines and is also provided with six private railway services.

Since the 13th century, Nagoya has been a great pottery and porcelain manufacturing centre, with the first kiln in the country. About 70% of Japan's total output of chinaware comes from Nagoya area.

Machinery and rolling stock industries have recently made rapid progress in the city. Their products include locomotives, electric motors, automobiles and bicycles. The area also produces much of Japan's woolen goods.

Nagoya ranks first in Japan in production of cloisonne with 20 firms carrying on manufacturing. Other specialties are clocks, toys, lumber and wooden articles, musical instruments and paper products.

There are nine universities within the city's boundaries and seven sports centres with spectator space for more than 12,000 people including one with a capacity for 50,000 and another of 30,000. (Toronto's largest stadium seats 20,000.)

Kyoto

Kyoto is noted as the birthplace of those arts and crafts of Old Japan, which have won the world's admiration. This city, with a population of just under that of metropolitan Toronto, centre of Buddhism and Japan's showplace of the past, is showing various signs of material progress through her silk, embroidery, and porcelainware industry.

The ancient capital of Japan and centre of her civilization for more than 1,000 years, is picturesquely nestled among surrounding mountains, 319 miles south of Tokyo.

Production of its famous silk fabrics in the quarter of the city known as Nishijin, mostly in the homes of the craftsmen themselves, has reached an annual output of $11 millions.

Embroidery was introduced into Kyoto from China and Korea and was used for decorating court robes, but the greatest impetus was given to the industry on the opening up of the country to foreign trade in 1854, when the beauty of the products reached the attention of the outside world.

The city's dyeing industry produces $6.9 millions of mechanically dyed goods annually and $1.7 millions hand dyed goods.

Kyoto-produced porcelain, noted for its elegance reaches an annual output value of close to $900,000.

The special gold and silver lacquer work with the metal dust mixed with the lacquer noted for its quality and elegance of design, is valued at $10,000 annually.

Hiroshima

Before the atomic bomb and World War II, Hiroshima, Japan's seventh largest city had a population of 400,000. The day of the atomic blast, Aug. 6, 1945, a total of 129,558 were killed, missing and injured. One year later the city's population had further decreased to 188,000. Today Hiroshima now rates in size and industry with Winnipeg, with a population of about 300,000.

It is the largest city west of Kobe, and is the most important industrial, educational and communications centre of the Chugoku district, lying at the head of Hiroshima Bay and traversed by many rivers and canals. Principal products are paper unbrellas, persimmons, oranges, lemons and oysters.

The atomic bomb completely destroyed or burnt more than 6,000 buildings and houses leaving only 11% of the previous total.

At first it was feared that the bombed section would be barren for 75 years and that no vegetation would grow there, but save for a few gutted structures left as reminders of the disaster, the area has been almost completely rebuilt.

Two years after the blast, citizens who had returned from the hills to rebuild held their first Peace Festival which lasted for three days. The program included unveiling of a Peace Tower, the reading the the Declaration of Peace by the mayor and of General MacArthur's message by a member of his staff, the singing of the "Peace Song" by the audience and an atomic orphans procession. These ceremonies have become an annual event.

Today, many of the temporary buildings erected following the blast have been replaced by permanent modern structures, while the gutted concrete buildings have been repaired for stores and offices. Transportation and communications have been restored.

Kobe

The City of Kobe, which includes the older town of Hyogo, is one of the two largest open ports in Japan, the other being Yokohama. Shipping coming from Europe via the Suez Canal usually touches first at this port, thus making it the most important gateway to Southwest Japan.

Since the war's end this rapidly growing port has tripled its population from 300,000 to the present 900,000 with more than 9,000 foreigners of whom some 5,000 are Chinese.

Although only the sixth largest city in Japan, Kobe has far outstripped Yokohama in the annual value of its imports and exports. Its exports amount to 47% of the country's total and 38% of the total imports.

The principal exports are cotton fabrics, artificial-fibre yarn and textiles, raw silk, cotton yarn, rolling stock and ships, silk fabrics, jenny and sewing machines, marine products, minerals, machinery and tools, foodstuffs and beverages.

Principal imports through the port are cereals, raw cotton, rubber, vegetable fibres, wool, legumes, phosphate rocks, sugar, coal, iron ore, mineral oil, chemical fertilizers and salt.

The city, hemmed in by hills in the back, has spread east and west along the shores of Osaka Bay with the business quarter along the waterfront and the residential on the slopes of the hills.

Kobe's various factories number more than 1,000 with a total annual output of more than $118.5 millions.

The more important industries are metal manufactures, shipbuilding, machinery, rubber, chemicals, flour milling and large sake breweries.

Yokohama

Yokohama lies on the west side of Tokyo Bay, 20 miles south of that capital city and is approached through a narrow channel. Very early on a clear morning, long before sighting land, inbound ship passengers can see the lofty cone shaped peak of Mt. Fuji above the horizon, leaving a memorable impression of Japan for visitors from the Americas.

The growth of this industrial port has been phenomenal. In 1859 when the port was opened to foreign residents and western influence, it was a mere fishing village with only 87 houses. Thirty years later the population rose to 121,000 and today it is Japan's fifth largest city with more than one million persons.

Yokohama was practically wiped out by the earthquake and fire in 1923. From the ashes rose modern concrete buildings, wide roads and modern transportation and harbor facilities, but toward the end of World War II, a heavy bombing raid again reduced the city to virtual ashes and ruin which destroyed half the business district and harbor facilities. Post-war rehabilitation is rapidly under way.

The prosperity of this port depends upon its foreign commerce and most of the local industries have made remarkable progress in developing new trade. Recent statistics show that Yokohama's 4,000 factories had a total output valued at more than $50 millions annually. The most famous products of the city are various dyed articles and hemp braids.

It is the shipping centre for raw silk and silk fabrics and imports cereals and other foodstuffs and mineral oils. There are 13 municipal retail markets in the city besides a central wholesale market. The present harbor has eight quays and piers with total mooring capacity for 1.8 million tons.

Tokyo Holds Trade Fair

Last year, Japan launched an experiment in which it drew on Canadian experience. It organized an International Trade Fair.

The JITF, held at Osaka, Japan's second-largest city, occupied 80,000 sq. ft. in 800 booths. It attracted:

—2,000 manufacturers and agents from Japan, 500 from abroad;

—20,000 visitors a day:

—2,000 registered foreign visitors from 55 countries.

This year, the Fair is being held in Tokyo, May 5 to May 18, with 1,575 booths. And already Osaka has announced its plans for the next exhibition, to be held April 8-22, 1956.

The Tokyo exhibition centres around two buildings, at Otemachi and Harumi Pier, and has more than 225,000 sq. ft. for indoor exhibits and 100,000 sq. ft. for outdoor exhibits.

Japanese firms will occupy more than two thirds of the space and Germany will lead the foreign exhibitors with 126 booths, followed by the U.S., 120 booths; Switzerland and the United Kingdom, 58 booths.

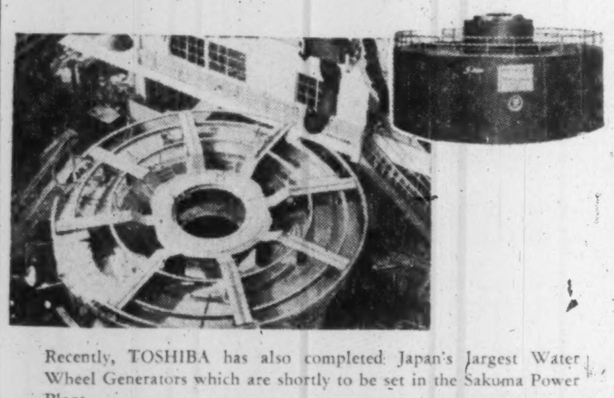
Canada's display of agriculture and marine products will occupy five booths.

Soviet Russia is taking six booths.

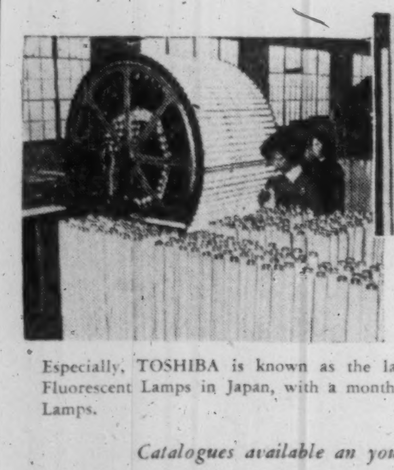
Largest section will be machinery and tools, with 959 booths. General merchandise section consisting of household, recreational and amusement products will take up 326 booths; textiles and textile products, 111 booths.

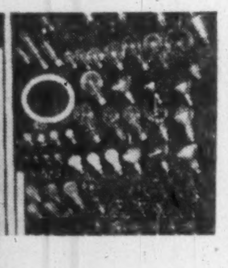
Providing Canadian Industry
with banking service that is well-informed, imaginative and enterprising
THE CANADIAN BANK OF COMMERCE
TOTAL ASSETS OVER $2,000,000,000
HEAD OFFICE: 25 KING STREET WEST, TORONTO
MORE THAN 680 BRANCHES ACROSS CANADA
Branches outside Canada: London, Eng., New York, Seattle, Portland, Ore., San Francisco, Los Angeles, and the British West Indies
Banking Correspondents Throughout the World
B-65

80TH ANNIVERSARY 1875 · 1955
Toshiba
JAPAN'S LEADING MAKER of EVERYTHING ELECTRICAL
With 80 years experience since it was established in 1875, TOSHIBA is one of the largest manufacturers in the East of "Everything Electrical."
Ever since its establishment, TOSHIBA has always held a leading position in the field of manufacturing electrical machinery and appliances of almost all kinds: Generators, Transformers, Motors, Electric Locomotives, Lamps, Electron Tubes, Watt-hour Meters, Electric Fans, Washing Machines, Radio and Television Sets, etc.



Recently, TOSHIBA has also completed Japan's largest Water Wheel Generators which are shortly to be set in the Sakuma Power Plant.





Especially, TOSHIBA is known as the largest manufacturer of Fluorescent Lamps in Japan, with a monthly output of 1,000,000 Lamps.

Catalogues available on your request
TOKYO SHIBAURA ELECTRIC CO., LTD.
AKASAKA TAMEIKE, TOKYO, JAPAN
Cable Address: "TOSHIBA TOKYO"

Daiwa Beauty
Superior Gingham
Superior
Velveteen & Corduroy

Six Diamonds
Daiwa Spinning Co. Ltd.
Six Diamonds
Superior Broadcloth

HEAD OFFICE:
Daiwa Bldg., Minamikyutaro-machi, Higashi-ku, Osaka, Japan
Phone: 25-0841, 6071, 6191
TOKYO OFFICE:
No. 4, 2-chome, Kodenmacho, Nihonbashi, Chuo-ku, Tokyo, Japan
Phone: 66-6681

Own Mills: .... 7 Mills
Equipment:
Cotton Spinning ..... 433,880 spindles
S/F Spinning .... 40,480 spindles
Woollen Spinning .... 16,800 spindles
Cotton Weaving ..... 4,715 looms

PRODUCTS:
Rayon Staple Fiber, Cotton Yarns, Cotton Fabrics, Synthetic Fabrics, Tire-Cords.
Spun Rayon Yarns, Synthetic Yarns, Woollen Fabrics, Cotton Duck,

Daiwa Spinning Co., Ltd.

Native Clay, Skill In Ancient Trade

Rich in the clay required for the industry, Japan has built up a major business in pottery and porcelain, in an industry which ranges from modern factories to the homes of craftsmen.

More than 80% of the total number of potteries employ fewer than five workers. In direct employment in the industry are about 60,000 workers; about 40,000 are engaged in clay mining, etc.

Production in 1953 reached a postwar record of $55.4 millions, but exports at $34.3 millions were down from the 1951 peak of $40.2 millions.

In the past, exports have been chiefly those of low-grade quality—dishes, etc.—to U. S. and Asia countries, but the exporters are now taking another look at their markets. One result is likely to be that they will concentrate a greater selling effort on better quality products in the North American market.

Specialty Areas

The long history of porcelain production in Japan has centred around a number of areas, and each in turn has developed its own speciality.

Satsuma wares are produced around Kagoshima, and are finished in ivory lustre with fine crackles in a network over the surface, and sometimes decorated in elaborate designs.

Arita porcelains, produced in Saga prefecture, are noted for their strength.

Ishikawa prefecture produces the Kutani porcelains, characterized by their elaborate picture decorations in thick gold, red, blue and other striking colors.

Kyoto, the ancient capital, gained national fame for its products in the 17th century.

Nagoya has been a major pottery and porcelain manufacturing centre since the 13th century, and the first kiln in Japan was set up near that city. It now produces about 70% of Japan's china ware.

Nagoya is also noted for its production of cloisonne, with delicate designs painted on, then baked into the reddish monochromes.

Bizen wares from Okayama prefecture are characterized by their peculiar figures of gods, birds and beasts.

Banko wares from Mie are mostly unglazed; Awaji Island has a monochromatic pottery with a bright yellow or green glaze, and Soma pottery, from Fukushima prefecture, is known for its design of a running horse.

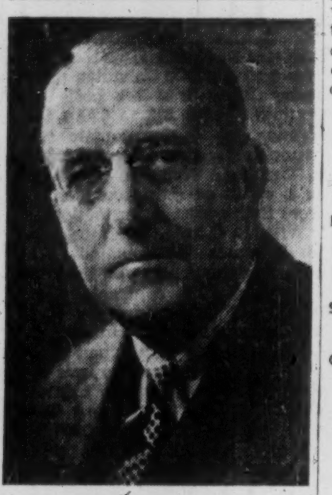
High in Trade Planning

As one of the few major Japanese industries which does not depend on imports for its raw materials, pottery and porcelain manufacture holds a high place in Japanese trade planning.

In 1953 the U. S. took 45% of Japan's exports, Canada took 4.5%. Tableware and kitchenware made up more than half of the $34.3 millions total; dinner, tea and coffee sets made up 15% and ornamental wares and vases more than 11%.

Modernization of the industry is proceeding, and many of the large factories have mass-production equipment. But it is an industry which also provides employment to the craftsman in the village factory or at home, and the Japanese are not anxious to disturb this feature, but rather to encourage the production of higher quality from all sources.

PATIENCE and skill produce fine Japanese porcelain.



Hon. T. C. DAVIS
Canadian Ambassador in Tokyo

Japan's Income By Industries

	1953	1949
	(Billion yen; 360 yen = $1)	
Primary Industry —		
Agriculture	969.2	615.1
Forestry	149.3	55.9
Fishing	159.5	80.1
Mining	187.6	69.4
Secondary		
Construction	253.9	101.7
Manufacturing	1,397.7	708.5
Others		
Wholesale & Retail Trade	955.9	367.2
Finance & Real Estate	307.3	72.4
Public Utilities	490.4	201.9
Services, etc.	693.9	359.7
Gov't Services	304.5	105.8
Domestic National Income	5,869.2	2,737.8

Living on Borrowed Capital, Shipbuilding is Big Export

Japan's shipbuilding industry, essential to the life of the island nation, has developed into a major export business.

It reached a peak of $71 millions in 1951; dropped to $15 millions in 1952, and recovered to more than $40 millions in 1953. From April to December, 1954, orders worth $85 millions were received.

Japan has 24 shipyards capable of building vessels of 5,000 gross tons or more; the industry employs about 100,000 workers directly, with its indirect influence on steel and associated industries.

With all its record of postwar recovery, the industry is facing a difficult period. One of the major problems arises out of the capital structure of the companies themselves: 87% of their capital is borrowed.

A government plan now being studied would transfer more than half of the current outstanding loans (or more than $170 millions) to preferred stock in the companies, without voting rights. A semiofficial corporation would provide long-term funds at 3.5% interest, to be loaned to the companies under a joint financing plan for new ocean-going ships.

Early in 1954, the Yoshida Government became involved in scandals over subsidies to shipping and shipbuilding firms, and the subsidy on steel was withdrawn. One result was that the cost of Japanese ships rose proportionately, to the point that some shipyards were accepting orders at a loss. The Japanese had been getting some orders chiefly on the basis that they could offer better deliveries than European firms, although their prices were slightly higher.

Before World War II, Japan had 6.4 million tons of merchant marine, third only to the United States and United Kingdom. By the end of the war, the fleet was only 1.4 million tons, about half of which was suitable for service.

In the postwar occupation period, construction of new ships was limited to those not exceeding 5,000 tons, so that Japan's shipbuilding industry did not really start its recovery until 1950. Gross tonnage in that year amounted to 230,000; in 1953 it was 749,000 tons (steel vessels over 100 tons).

In three years—1950-51-52—the industry invested $25 millions in new shipbuilding equipment and facilities. First investment was for housing for workers and repairs to installations. New equipment and new methods have been introduced, with emphasis on diesel engines and welding equipment.

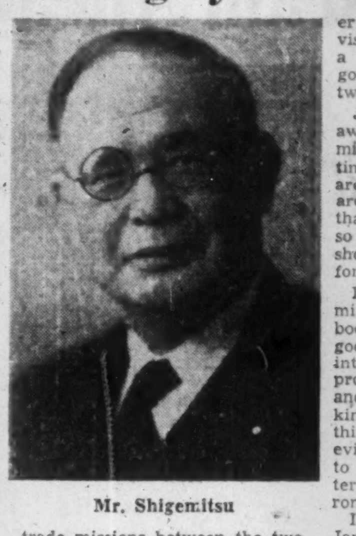
Better Understanding by Exchange of Visits

By
HON. MAMORU SHIGEMITSU
Minister for Foreign Affairs of Japan

It is a great pleasure for me to extend my heartfelt greetings to the people of Canada through the Special Edition for Japan published by The Financial Post on the occasion of the eighth Canadian International Trade Fair.

Although Canada and Japan are separated by the wide Pacific Ocean, modern means of transport have brought the two countries so close to each other that today they may be called neighbors.

I am happy to note that the relations between the two countries also have become markedly closer during the past several years. Last year the Right Honorable Louis St. Laurent, Canadian Prime Minister, visited Japan, following the visit to Canada by His Imperial Highness the Crown Prince of Japan the previous year. The mutual good will evinced on both occasions testifies, I believe, to the steadily growing friendship between Japan and Canada.



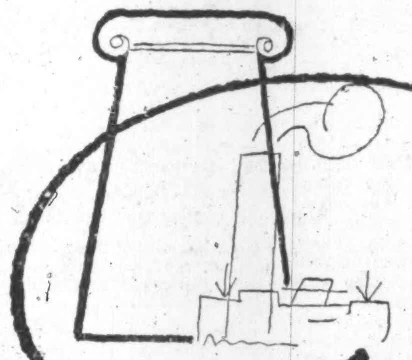
Mr. Shigemitsu

Last year, furthermore, there was an exchange of visits by trade missions between the two countries, while this year, I understand, a large number of Canadian people are coming to Japan to attend the International Trade Fair and the General Session of the International Chamber of Commerce, in Tokyo. Such visits are unquestionably playing a vital role in furthering the good will and understanding between Japan and Canada.

Japan, as you may be well aware, has a population of 88 million, or approximately six times more people than there are in Canada, while her land area is merely one twenty-fifth that of Canada. Besides she is so poor in natural resources that she cannot survive without foreign trade.

It is with this hard fact in mind that Japan is striving to boost her trade by exporting goods which will enhance the international reputation of the products of Japanese industries and cater to the welfare of mankind. The efforts being made in this direction will, I am sure, be evident in the Japanese goods to be displayed at the Eighth International Trade Fair in Toronto.

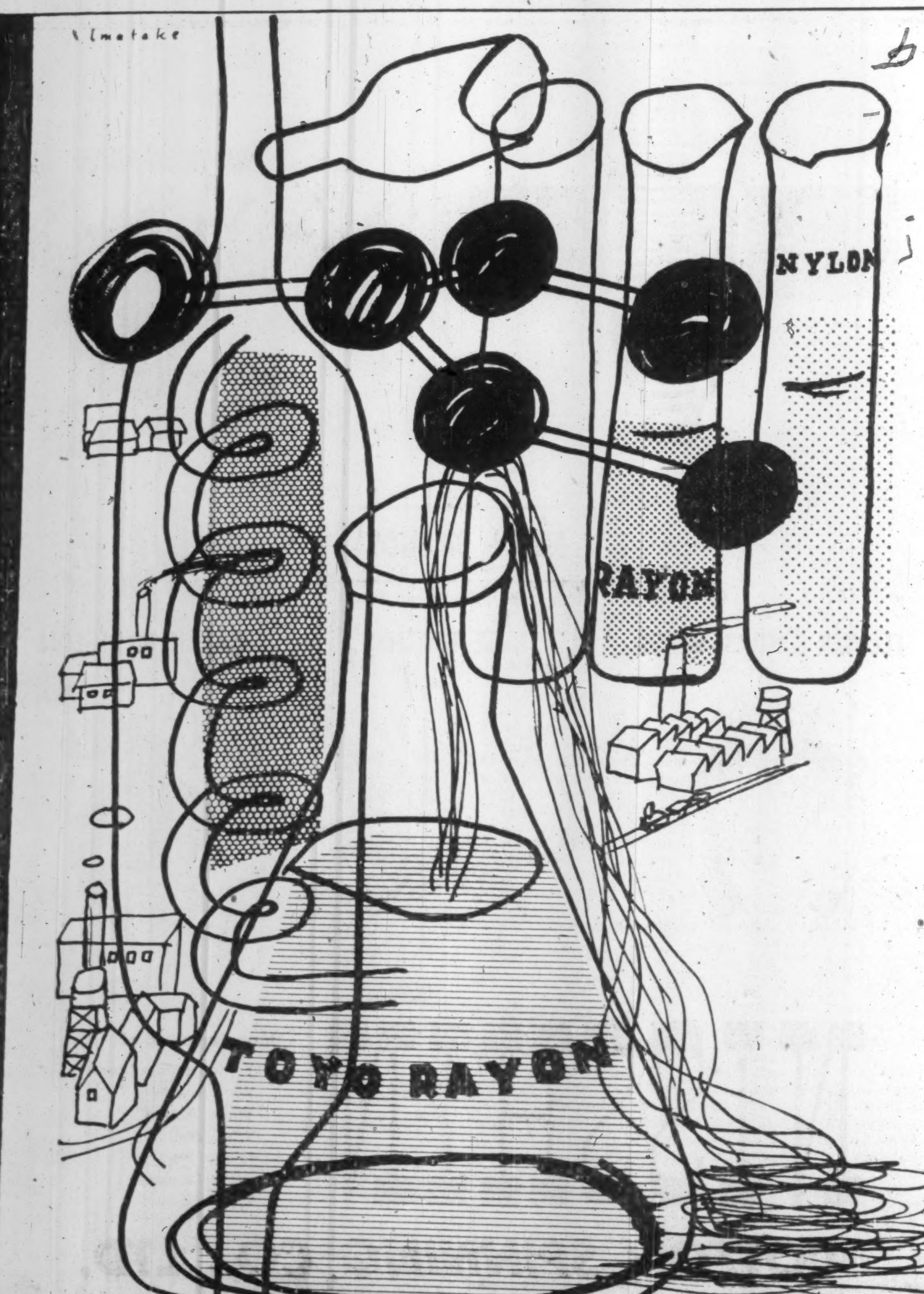
It is my sincere hope that Japanese exhibits at the Fair will serve to strengthen the trade relations between Japan and Canada and, at the same time, contribute towards promoting their mutual friendship and understanding.



World Wide Banking Services

THE DAIWA BANK LTD.

Head office: Osaka
102 Branches throughout Japan



Nylon, the Most Versatile Fibre
+
Japan's Unique Workmanship
=
Top Quality Nylon Articles

Fishing Nets, Twines & Lines
String & Fabric Gloves
Scarves and Apparel of all kinds
Fire Hoses, etc. made of our "AMILAN" brand nylon are always ready for your requirements.

"NYLEX" brand fabrics
—Plain, Hand Prints, Machine Prints, Flock Prints, Airy Flock, Lacquer Embroidery, Embroidery, Edging Lace and Sculptured
—are all favorites with the better dressed.

*

Rayon "Eagle & Bell" brand Rayon & Spun Rayon Fabrics
with
Excellent Quality
Delicate Feeling and
Novelty Coloring
are best fit for
Suits, Linings, Blouses, Underwears, etc.

The Leading Producer of Rayon & Sole Producer of Nylon in Japan

Toyo Rayon Co., Ltd.

5, 3-chome, Nakanoshima, Kita-ku, Osaka, Japan
Cable Address: Toyorayon Osaka

Big Program Ahead in Iron and Steel

Equipment Helps Industry Regain Ground

Japan's steel industry has production facilities capable of turnout every year:

—6.2 million tons of pig iron;

—12.6 million tons of steel;

—12.8 million tons of rolled items.

The production figures for 1954 tell some of the industry's story:

—4.6 million tons of pig iron;

—7.7 million tons of steel;

—6.9 million tons of steel products.

But in a world of competition, that level of production is only part of the whole story.

The important fact to Japan is that she must import more than half of the iron ore and 90% of the coking coal with which to keep her industry alive.

Prewar, the iron and coal came largely from the Japanese-controlled territories in Manchuria and China. Loss of those territories means that Japan must turn to other and more expensive sources.

To that is added the fact that much of Japan's equipment is old, and that she has not yet caught up with the technological improvements of the Western world.

The Brighter Side

There are, however, these bright lights in the picture:

—Technical assistance contracts with U. S. companies;

—Continued modernization in equipment;

—Iron ore possibilities in Southeast Asia.

The iron and steel industry in Japan is divided into three fairly distinct categories:

1—Pig-to-steel makers. Leading companies are Yawata Iron Mfg.; Fuji Iron; Japan Steel Tube Mfg.; and Kokura Steel.

2—Open hearth furnace operators. There are 16 major companies, including Kawasaki Iron, Kobe Steel, Sumitomo Metal, Nichia Steel and Toto Steel, and 65 companies which use electric furnaces.

3—Rolled steel manufacturers, about 40 companies, including Toyo Steel Plate and Tokuyama Iron.

Before and during the war, Japan Iron Mfg. (Nippon Seitetsu) was the largest operator, with both private and government interests. In the anti-trust measures after the occupation, Japan Iron was divided into the present Yawata and Fuji companies, with combined 1954 output of more than three million tons of pig iron and two million tons of steel materials.

State controls over the steel industry ended when the Government stepped out of the operation picture. At one time, subsidies to the industry topped the list of government payments, but from 1950-51 they have been reduced and finally eliminated under the economic stabilization program.

Open hearth operators enjoyed a favorable period in the immediate postwar years, when there was plenty of war scrap to feed their furnaces, but the pig-to-steel operators are now able to secure sufficient imports of iron ore to supply their demands.

Modernization Under Way

From 1950 to 1953, the industry carried on a definite program of equipment modernization, and it has shown results. A second program by the leading mills is under way, to be completed in 1956.

Included in the over-all program are:

—Reconstruction of blast furnaces and coke ovens;

—Installation of iron sand refineries;

—Installation of larger melting pots;

—Adoption of the oxygen process for open-hearths, converters and electric furnaces;

—Improvement in the burning method of soaking pit and preheating furnaces and diffusion of cold strip mills in the rolling field.

By early 1954, $345 millions had been spent, and cost reductions were shown of 4% for pig iron, 27% for sheets, 21% for wire rods and 30% for pipes.

To raise the technical level of the industry, Japanese companies have entered into various technical assistance contracts with U. S. contracts since 1951. Among the larger companies are these:

—Yawata with Armco International Corp. for (1) manufacture of flat-rolled products in strip mills; (2) equipment for galvanizing steel straps, and (3) manufacture of silicon steel sheets for use of the electric industry, by the hot rolled method.

—Fuji with Armco International for the manufacture of flat-rolled products in strip mills.

—Sumitomo Metal with Irving Rossi for continuous casting of steel.

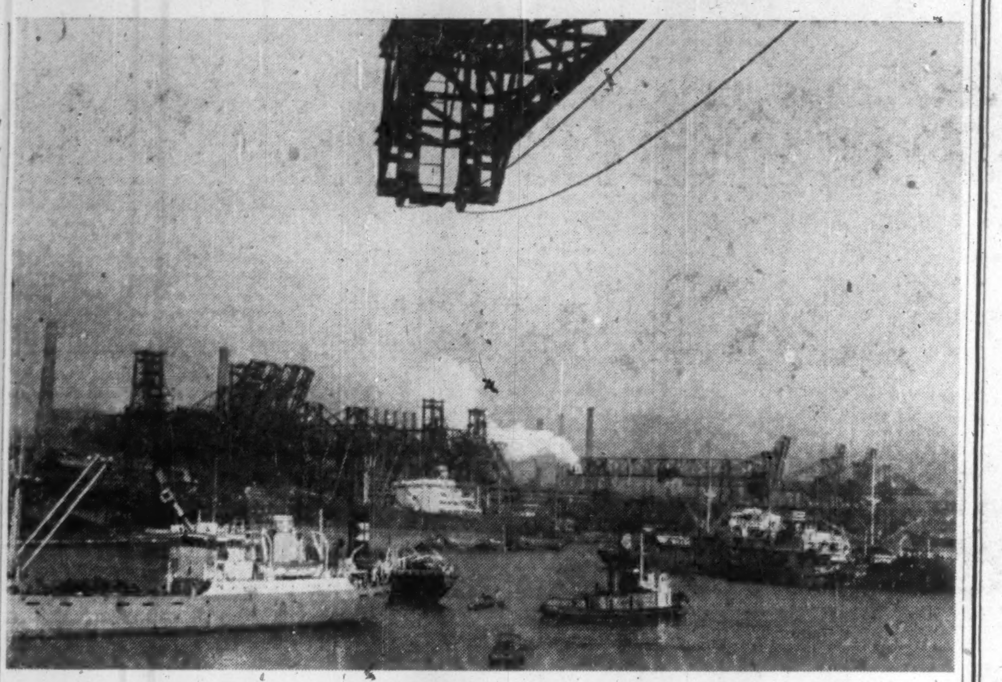
Rely On Imports

To what extent does Japan depend on imports of iron and coal? The figures for 1954 show the basic facts:

—Imported ore, 5.8 million tons; home ore, 1.2 million tons.

—Imported coal, 3.6 million tons; home coal, 3.1 million tons.

Comparative figures for the same 1954 period show that Japanese coal cost the steel industry $20.50 a ton, against $19.50 a ton for U. S. coking coal laid down in Japan.



YAWATA IRON WORKS at Kushu Island, largest in Japan, with capacity for 1.4 million tons of pig iron, 1.3 million tons steel materials.

JAPAN'S RECORD OF IRON AND STEEL PRODUCTION

	Pig Iron	Steel Ingot
	(1,000 metric tons)	
1940	3,569	6,856
1945	977	1,272
1946	208	557
1947	344	952
1948	808	1,715
1949	1,549	3,111
1950	2,233	4,839
1951	3,127	6,052
1952	3,474	6,900
1953	4,518	7,662
1954	4,608	7,740

Ore from B. C., Steel Returns

Japanese Imports Help Keep B. C. Mines Working

There has been something added to Canada's postwar trade with Japan. This is a result of the substantial export of iron ore from British Columbia to Japanese steel mills.

Since 1951, when the B. C. deposits on Vancouver Island and other tidewater areas were opened and shipments began, Canada has remained a major postwar supplier of iron ore to Japan.

The best year was 1953 when Canada ranked as Japan's second largest source of iron ore. In 1954 and this year to date, a steady flow of iron ore (amounting to 600,000 gross tons last year), has gone out to the chronically hungry mills of Japan.

B. C. iron ore men hope that this year will be as good as 1954. About 250,000 gross tons had gone out by February 1 of this year. But 1955 poses a different market than did 1953, the boon year. Here's why:

—Far Eastern producers of iron ore are now better prepared to supply Japan with iron ore at lower prices than Canada. Already in the market last year as our competitors were India, Malaya, South Korea and Goa.

—Increasing insistence by Canadian steelmen that Canadian ore should be smelted for Canadian needs. In B. C., in particular where basic expansion of power lines, new towns, interior industries is intense at the present time, come demands that local iron ore supplies be used for local bridges, factories, pipelines and housing.

These latter demands are no doubt sparked by the recent announcement of Canada's first electric induction heating process for steel ingots. This has been put into operation at Western Canada Steel Ltd. in Vancouver. Company officials said that it would allow for 70,000 tons a year instead of the present 40,000 tons a year of steel ingots to be turned out.

Source of the Ore

However, in spite of these factors, the two major sources of B. C. iron ore to Japan are facing up to Far Eastern competition. The cries that their iron ore be used for B. C. development are not new to them either. In 1952, at the height of the Korean War, demands were raised that steel for nondefense construction on the West Coast be met by all B. C. iron ore sources.

In 1953 approximately half of the iron ore mined from the Quinsam Lake enterprise was used domestically. In the same year, about one third of the iron ore taken out of the Texada Island mine was used domestically. Neither mine is presently willing to release 1954 figures on domestic sales.

Almost all the iron ore exported to Japan comes from the two above-named sources. These are the Argonaut Mining Co. at Quinsam Lake on Vancouver Island, and Texada Mines Ltd., situated on Texada Island, about 15 miles by sea from Nanaimo, a main lumbering and mining town on Vancouver Island. The Canadian interest in the Quinsam Lake holding is borne out by reports that the small Esquimalt & Northern Railway on Vancouver Island, a wholly owned part of the CNR, still owns the mineral rights on Argonaut's properties.

The Texada Island mine is owned mainly by U. S. interests centred in the Utah Construction Co. The fact that iron ore deposits existed on Texada Island was known as far back as colonial days.

The grade of mined ore at Texada varies from 30%Fe to 50%Fe. The grade of mined ore at Quinsam Lake is about 36%Fe. The mined ore coming from our Far Eastern competitors has a slightly larger Fe content, that of Malaya being a consistent 45% to 50%Fe. Also, all B. C. iron ore is magnetite. To date little hematite deposits have been found in B. C.

Trade Development

The Japanese were in on the B. C. developments right from the start. In early 1952, C. T. Takahashi, president of C. T. Takahashi Co., one of Japan's largest raw material importers, indicated that the Argonaut Mining Co. Ltd. would ship iron ore to four Japanese mills during 1952. At that time he was accompanied by the president of the Nippon Steel Tube Co.

Further Japanese interest in the Canadian sources came as a result of the Japanese Trade Fair held in Seattle, Wash., in June, 1953. From here, Japanese businessmen explored the potentialities of trading in the raw materials of the whole Pacific Northwest, British Columbia included. In the fall of 1952 Mr. Kawata, president of the Nippon Steel Tube Co., said at a banquet for Japanese businessmen in Vancouver that, " . . . the Pacific Coast, and B. C. in particular, was supplying many of Japan's raw material needs."

During all of 1952 and a part of 1953, the Japanese were even successful in selling processed B. C. iron ore back to B. C. industries in the form of finished steel sheets. Two major users were Vancouver Island's two largest shipyards, Yarrows Ltd. and Victoria Machinery Depot. Some types of plate required in shipbuilding, such as ½-in. to 1-in. steel plates, were sold for about $200 a ton. The average sale price of B. C. iron ore to Japan in 1952 was $10 to $12 a ton. At that time, the purchasing agent of V.M.D. said, "The Japanese steel is of high quality, but we have to pay 20% to 25% more for it than we do for the Canadian product."

The steel went into non-naval vessels, hydro poles, and pipelines. Since that time, however, strong complaints from B. C. provincial and federal representatives and the increasing ability of B. C. steel industry to meet local needs, have pretty well reduced this two-way trade. Also the steel allocated by the Federal Government for Korean War commitments of the Royal Canadian Navy's shipbuilding program is now used up in consumer items.

Even if such a trade had continued, a provincial order-in-council passed in 1951 restricted "the mining of iron ores to mineral claims held prior to January 19, 1951, and to lands the deeds to which conveyed the rights to iron ore."

Production Rate

Today, the daily iron ore production rate at Texada reportedly continues to be 1,500 tons. Figures on Argonaut are not released. In 1953, the bumper year to date, the Quinsam Lake holdings shipped 550,000 tons of a total production of 1,321,876 tons as concentrate, to Japan. Texada shipped 330,000 tons as concentrate to Japan from a total of 514,936 tons mined.

The two mines will continue to hold the business attempts at Quatsino and elsewhere in B. C. to find further solid magnetite deposits have not been successful. Argonaut announced a new contract with their Japanese customers last February. This calls for 200,000 tons in 1955 as well as 50,000 tons which had been ordered last year.

Two drawbacks to meeting competition are: hematite ore, which B. C. does not possess, is easier to smelt than magnetite; and the price factor. Recently Japan's Kyodo News Agency announced the sale of Indonesian iron ore to Japan for $13 a ton. This was the 1953 Canadian price. Today B. C. iron ore costs the Japanese about $18 to $20 a ton. Kyodo, in a pessimistic announcement, saw a drop of 36% in Canadian iron ore shipments as a result of rising competition from South East Asian nations.

What B. C. mine operators plan to do about this remains to be seen. For the present, on the basis of signed 1955 contracts, there remains a firm future for B. C. iron ore exports. Unlike the Canadian trade with Japan of the pre-1941 era when scrap iron was shipped to build up a military empire, Canada's iron ore trade with Japan in 1955 is on the basis of one trading partner doing legitimate business with another in the free world.

WORLD-WIDE BANKING SERVICES
FOREIGN EXCHANGE BANK
LICENSED UNDER
THE FOREIGN EXCHANGE BANK LAW

DOMESTIC OFFICES
TOKYO, YOKOHAMA, NAGOYA, OSAKA, KOBE and other main cities in Japan

AFFILIATION
THE BANK OF TOKYO OF CALIFORNIA
SAN FRANCISCO (H.O.)
LOS ANGELES

CORRESPONDENTS
All over the world

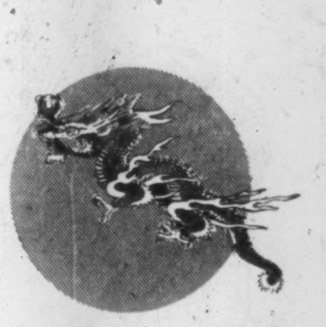
(THE *former* YOKOHAMA SPECIE BANK)

OVERSEAS OFFICES
LONDON, NEW YORK, HAMBURG, BOMBAY, CALCUTTA, KARACHI, HONG KONG

REPRESENTATIVES
BUENOS AIRES, RIO DE JANEIRO, TORONTO, ALEXANDRIA, MANILA, BANGKOK, RANGOON, SINGAPORE

THE BANK OF TOKYO, LTD.
HEAD OFFICE: TOKYO JAPAN
PRESIDENT: KICHIO FUTAMI

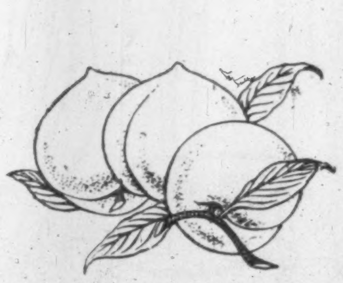
WHITE DRAGON



MAIN BRANDS

FLOWER & HORSE SHOES

THREE PEACHES



EARTH & PIGEON

NISSHIN

Manufacturers of
Yarns (Various Counts)
White Sheeting
White Shirting
White Mull
Printed Shirting
White Cambric
Broad Cloth

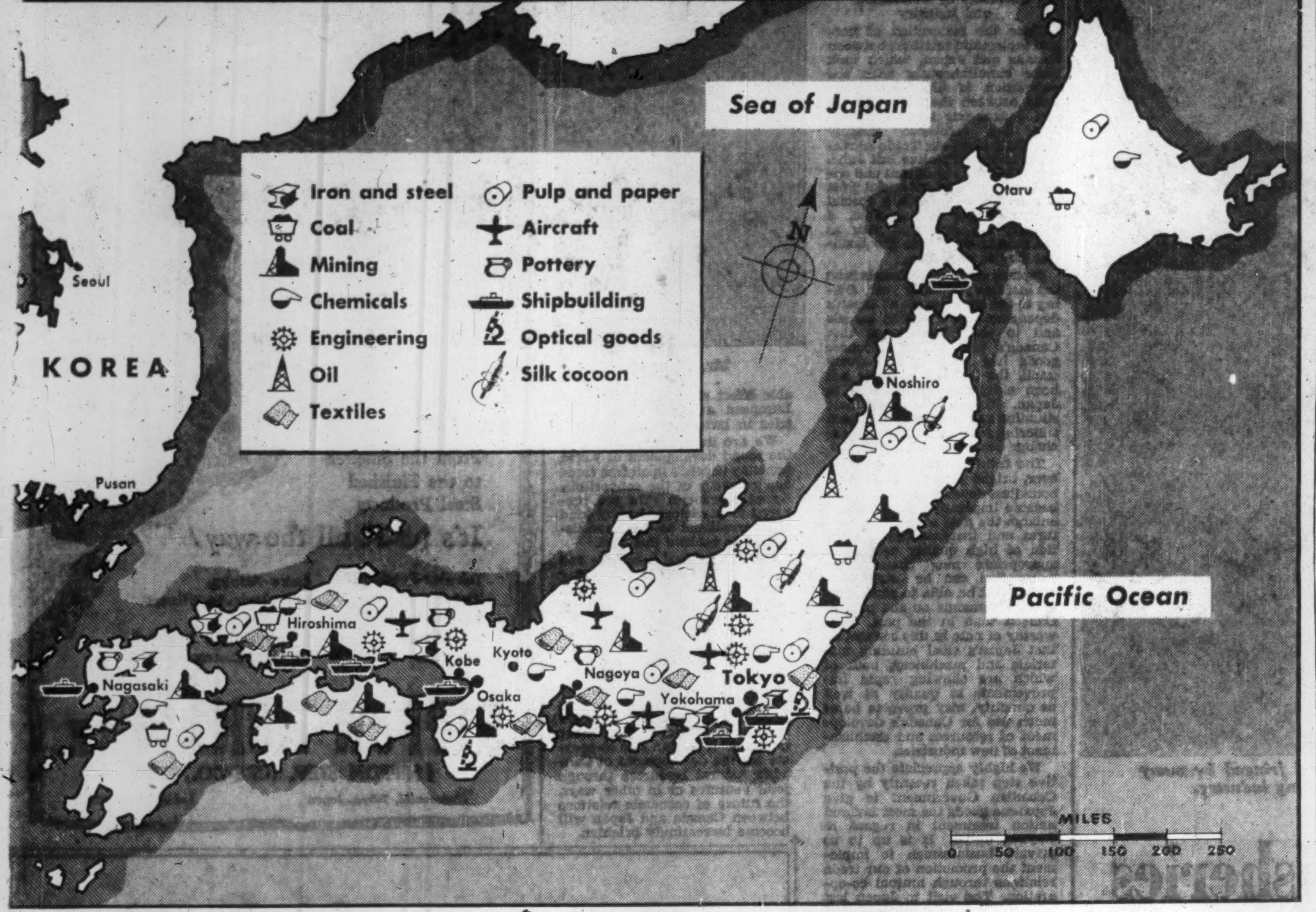
COTTON SPINNING CO., LTD.
YOKOYAMACHO-3, NIHONBASHI CHUO-KU, TOKYO, JAPAN
Cable Address: "TOKYO NISHI"

Across the Pacific via
Passenger Liner
m. v. HIKAWA MARU
from
Vancouver - Seattle
(Direct and via Honolulu)
At the rate of
Minimum: U.S. $425 (Cabin Class)
U. S. $300 (Third Class A)

Offices and Agents in Canada, U.S.A.
B. W. Greer & Son, Ltd.
Vancouver
James Griffiths & Sons, Inc.
Seattle
International Shipping Co., Ltd.
Portland
San Francisco Office
San Francisco
Transmarine Navigation Corp.
Los Angeles
New York Office
New York
Castle & Coke, Ltd.
Honolulu

OTHER WORLD-WIDE FREIGHTER SERVICES
N.Y.K. LINE
NIPPON YUSEN KAISHA, HEAD OFFICE, TOKYO JAPAN

The Island Workshop of 88 Million



King Cotton Troubled in Japan Too

For years, Southern United States had a phrase: "Cotton is King."

More than 6,000 miles away, dependent to a large degree on U. S. raw cotton, Japan had the same view.

But the king has been having a difficult time, in those two countries and all over the world.

The trouble stems from world overproduction and the competition of synthetic textiles.

The figures for Japan tell much of the story:

	Production	Export	%
1949	981,686	746,592	76.0
1950	1,517,861	1,103,476	72.7
1951	2,077,933	1,094,503	52.6
1952	2,158,000	761,844	35.3
1953	2,810,577	914,088	36.1
1954	3,183,554	1,278,075	40.1

In 1953, Japan was kept out of the big Pakistan market by import restrictions; last year, she shipped 89.4 million square yards to that country, and increased exports to the United Kingdom by 34 million square yards. Thailand took an extra 26 million square yards.

Those figures don't tell the story of the amazing postwar recovery of Japan's cotton industry.

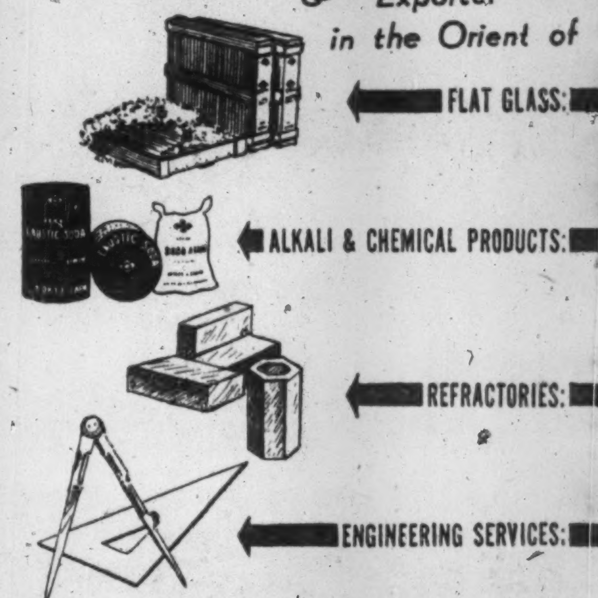
In 1937, the industry had 12.5 million cotton yarn spindles. At the end of the war, there were only two million. By the end of 1953, there were 7.6 million spindles.

The occupation authorities had made available the necessary raw cotton from the U. S., and funds were advanced for equipment.

In addition to the export recovery, per capita consumption in Japan showed a gradual recovery, reaching nearly 7 lb. in 1953 compared with the prewar average of 8 lb. and the 1947-49 figure of 2 lb.

Labor productivity is generally higher than prewar, and the industry employs some 22,000 male and 110,000 female workers. Most of them are members of the strong Japan Federation of Textile Unions.

In 1947, average monthly wage was 1,692 yen or less than $5 for male workers. The average is now more than $60 a month, with girls getting about one half that. Some 30% of the men and 85% of the women live, free of charge, in dormitories provided by the companies. Married workers live in company houses at low rent.



ASAHI GLASS
COMPANY, LIMITED

Main Office: 1, Ginza 4-chome, Chuo-ku, Tokyo
Cable: GLASS TOKYO
Codes: Bentley's Second & ACME

Labor Gains New Postwar Voice

Unions' Swift Growth Creates Many Problems

Organized labor played a small part in the Japanese economy in the years prior to World War II. The first attempt to legislate a labor union law was made in 1918-19, but it was not successful, and only a few local unions were in existence.

Today, Japan has 31,500 labor unions, with about six million members, or 40% of the industrial working force.

Mining is completely organized, with nearly 500,000 members in 1,200 unions; some 75% of the employees in transportation, communication and other public utilities are union members, and manufacturing, with about 40% in unions, has the highest membership with nearly two million.

The rapid growth is emphasized by the fact that in December, 1945, there were only 508 unions, with 379,000 members.

Move To Aid Labor

Freedom for the Japanese labor movement began on Oct. 4, 1945, when the Occupation authorities ordered the end of all legal obstacles to unions created by any law, decree, ordinances or regulations. A week later, one of the five points for reform of civil rights laid down by General McArthur was that the Japanese Government should take immediate action to encourage the development of healthy labor unions among the people.

Here are the principal features of the Trade Union Law which provided the basis for union expansion:

—Definition of workers who are entitled to organize and participate in labor unions was broadened to include not only those engaged in physical labor, but also those who live by wages, salaries or other remuneration, regardless of occupation.

—Employers or persons representing interests of an employer are not eligible to become members of a union.

—The law does not apply to unions which depend on the employer's aid for the major expenses of the union.

—Labor unions are granted the right to conduct collective bargaining, and an employer cannot without legitimate reason deny the union this right.

—An employer is prohibited from discharging or giving discriminatory treatment to worker who belongs to a union, has tried to form or join a union, or is engaged in lawful union activities.

—An employer is prohibited from making as a condition for employment refusal to join or resign from a union. Where the majority of employees are members of a union, a labor contract may be concluded establishing a closed shop.

—Police and fire department personnel are prohibited from joining or organizing labor unions. They are also prohibited from engaging in strikes or any dispute action.

Labor reacted quickly to its new-found freedom. Union leaders who wanted to make quick gains, and Communists who wanted to disrupt Japan's recovering economy, combined in their drive on management.

The situation became so serious that on June 6, 1946, just six months after the labor standards law had been enacted, the Cabinet was forced to take action to declare illegal the movement of labor unions to seize control of factories and manage operations as part of their campaign to make management give in to their demands.

Another six months saw another major step, when General McArthur stepped in and ordered the unions to call off a strike which would have crippled government and public agencies, including transportation and communications. One result of that strike threat was an amendment to the law, prohibiting national and local government workers from undertaking collective bargaining.

The peak of postwar labor disputes was reached in 1948, when 1,517 disputes involved 6.7 million workers.

Crippling Strikes

The biggest strikes took place late in 1952, when Tanro, the National Federation of Coal Miners Unions, and Densan, the National Federation of Electrical Workers Unions, walked out, the Tanro strike lasting 63 days.

Tanro's basic demand was for twice the pre-strike wage, while Densan was asking for an increase of 50%. There was little evidence that the demand had been discussed at the local level; little consideration had been given to industry's capacity to pay or to the level of wages in other industries.

Events proved that the mining strike was ill-timed from the union viewpoint: the mines had ample stocks and prices were declining. As the strike continued, train services were hit, and coal prices started to rise. In the power strike, the union antagonized the public with power cuts. In the final settlement, the workers got a 7% wage increase, and some other benefits.

Union Organization

In Japan, most of the labor unions are formed on the basis of each workshop; a company unit, employees in the same shop. More than 75% of the membership is in unions or locals with more than 200 members, but 75% of the number of locals have 200 members or less, with the largest group, 11,326 unions, having less than 49 members.

The main current of the labor movement at this time is Sohyo, but out of its total membership of 2.8 million, some two million are employees of the Government and of public corporations, headed by the Japan Teachers' Union with 560,000 members.

Communist influence was noticeable in the early days of the trade unions with such actions as the strike against the Peace Treaty, anti-American movements, anti-war movements, the various counter policies in elections, and high wages slogans.

Zenrokaigi, the Congress of Trade Unions, has taken the right-wing stand in efforts to work with management, while Sohyo has followed a left-wing political course.

Employers Form Group to Meet Union Problems

The rapid expansion of the trade union movement in Japan following the end of the war was responsible for another movement: organization of employers to handle labor-management questions.

Japan Federation of Employers' Association was formed in April, 1948, as a national organization and now has a membership including 40 industrial organizations, eight regional employers' associations, and 43 prefectural (provincial) associations.

Prewar employers' associations had been strongly anti-union, and fought labor's attempts to organize. The new organization aims at establishing and maintaining healthy relations with the unions.

HITACHI

Leads the field

Throughout the years, Hitachi, Ltd. has led the field of Japanese heavy industries in production.

Today as in the past, Hitachi is continuing its contribution towards the rehabilitation and development of industries throughout the world.

MAIN PRODUCTS

Electrical and mechanical equipment for power plants and substations, locomotives and rolling-stock.

Machinery for transporting and conveying, construction, mining, iron and steel refining, chemical manufacturing, refrigeration, textile industries. Household electrical appliances. Communications apparatus.

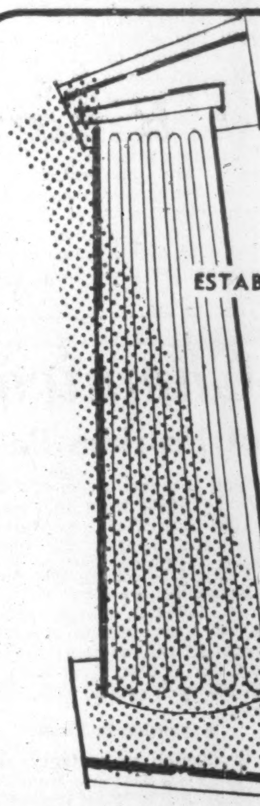
Precision scientific instruments.

Electrical measuring instruments.

Printing presses, wires and cables, insulating materials, steel and malleable casting products.

Hitachi, Ltd.
Tokyo Japan
Cable Address: "HITACHY" Tokyo

For your banking needs in Japan



ESTABLISHED: 1897

THE NIPPON KANGYO BANK LIMITED

HEAD OFFICE: HIBIYA, TOKYO

OVER 100 BRANCHES THROUGHOUT JAPAN

New to Canada

Minolta "Autocord"
Fully Automatic Camera

New idea was adopted to prevent curl set of film. Film loads from top to bottom.

Taking Lens: Rokkor coated F3.5 75mm.
Shutter: Optiper-MXS 1.-1/400. B.
Self-Timer: Built-in delayed action.
Synchronizer: Built-in M-X type.
Focusing: By means of helicoid lever movement.
Film Transport: Crank operated film transport with automatic shutter cocking. Release permits intentional double exposures.

Minolta Camera of HIGH REPUTATION at New York 9th Annual National Photographic Show

Minolta "A"
Fully Automatic low price 35mm. Camera

Capacity: 36 pictures of 24 x 36mm. on a standard roll of 35mm. film.
Lens: Rokker coated F3.5 45mm. Click-stop diaphragm with equal-stop-spacing.
Shutter: Konan 1/2.-1/200.B.
Synchronizer: Built-in M-X type.
Viewer: Combination of View and Range Finder coupled to lens. One stroke film transport coupled to shutter wind. Automatic film counter.

Write today for detailed information!

CHIYODA KOGAKU SEIKO K. K.

Head office: 3-chome, Kitakyuhoji-machi, Osaka, Japan
Tokyo office: 3-chome, Ginza, Chuo-ku, Tokyo, Japan

Sole Agents: ANGLOPHOTO LTD.

167 St. Paul St. W., Montreal, Que. — 1 Phoebe St. Toronto, Ont. — 367 Water St. Vancouver, B.C.

INLAND SEA, with its 310 miles of waterways, dotted with more than 1,000 islands and fringed by many flourishing towns, is a tourist's dream, and a thriving centre for Japan's coastal fishing industry.

Japan: World Leader in Fisheries

Ocean Catch is Major Asset In Island's Problem of Food

Island Japan, with a coastline of more than 16,000 miles, has one great natural asset: its fishing industry.

Postwar restrictions held that industry close to the shores of Japan, but since those restrictions were lifted in 1952, the nation's fisheries have returned to their place as a world leader, and as a major source of food for the nation.

The fisheries industry in Japan reached its peak in 1941 with a catch of 6.4 million tons; in 1945 it had dropped to 1.6 million tons; by 1951 it had recovered to 3.5 million tons, and has since been running between four and five million tons a year.

In 1954 fish and shellfish exports earned about $70 millions for Japan, but the volume of 140,727 tons out of more than four million landed emphasizes its importance to the domestic market, where seafood supplies 80% of animal protein.

Some 90% of the domestic consumption goes for food; the remainder is used for fertilizer and fish oil.

Two Ocean Currents

In addition to her long coastline, Japan is favored by two sea currents nearby: Kuroshio (warm current) running to the north from the Southern Pacific, and Oyashio (cold current) running to the south from the North Pacific. In these currents are found almost every variety of marine life.

From 1900 on, Japan's fishing industry began to develop on modern techniques, but loss of ships during the war and loss of fishing grounds later set the industry back.

It is, essentially, an industry of many operators in small ships. Because of the mountains running north and south down the middle of Japan, farms are located on the slopes close to the Pacific and Japan Sea, and many farmers combine fishing with their small land holdings.

In 1954 some 210,000 of Japan's 250,000 fishing operations had not more than five employees each, and operated with nonpower craft or powered vessels of not more than three tons.

Out of 440,000 vessels operating in 1953, 300,000 did not have motorpower, and 110,000, with power, were less than five tons.

Large-scale coastal, offshore and high seas fishing is carried on by a limited number of individuals and about 960 companies, with 330,000 men in their employ. Many of the large companies have adopted electronic sounders and radar for locating the best fishing grounds, and synthetic fibre nets are being used more widely.

Large Companies

Among the larger enterprises are: Nippon Suisan, Nippon Reizo, Taiyo Gyogo, Nichiro Gyogo and Kyokuyo. Their products include whale meat, cod liver oil, refrigerated fish, canned products and whale oil.

By species, Japan's annual catch includes: sardine and cuttlefish, 600,000 tons each; herring and mackerel, 300,000 tons each; codfish, mackerel pike and horse mackerel, 200,000 tons each.

The principal exports are frozen and canned tuna, whale oil and vitamin oils. Frozen tuna is exported chiefly to the U. S.; sardine and mackerel pike are shipped to low-price Southeast Asia and African markets.

The main problems of the industry are modernization of coastal fishing equipment and the settlement of some of the international disputes over fishing areas. One of the major disputes concerns the Rhee Line, drawn by the Korean Government around a large part of Korea, which cut off one of Japan's long-term productive grounds.

A Japanese Viewpoint On Trade With Canada

By AIICHIRO FUJIYAMA
President, Japan and Tokyo Chambers of Commerce and Industry

Mr. Fujiyama

Since the restoration of normal diplomatic relations between Canada and Japan, which took place simultaneously with the restoration of diplomatic relations between the United States and Japan, our mutual friendship has recovered steadily especially since our Trade Agreement became effective last June. It is therefore, significant and opportune that The Financial Post is planning to publish a special Japan Number at this time. I heartily welcome this plan as one closely related to the financial circles of Japan.

Japan's trade with Canada is on the increase year after year. Owing to the high degree of Japan's dependence on Canadian cereals and to the circumstance that Canada's demand for Japanese goods has been comparatively small, the balance of trade has been extremely unfavorable to Japan. This is an unfortunate situation as our country has been suffering from lack of foreign exchange since the end of the war.

The future of Canada is, however, bright with the promise of boundless development. As it has become imperative for Japan to enlarge the field of her manufactures and increase the production of high quality articles, if appropriate new channels of transaction can be established, Japan will be able to satisfy far greater demands on the part of Canada than in the past. It is worthy of note in this connection that Japan's steel building materials and machinery, both of which are showing rapid improvements in quality as well as quantity, may prove to be of much use for Canada's development of resources and establishment of new industries.

We highly appreciate the positive step taken recently by the Canadian Government to give Japanese goods the most favored nation treatment in regard to Custom duties. It is up to us private businessmen to implement the promotion of our trade relations through mutual co-operation. The visit to Japan last year of a large delegation of Canadian businessmen was more beneficial toward this end and I believe that the frequent interchange of such visits should be encouraged.

Notwithstanding the scarcity of her capital, it is at present one of Japan's basic policies to render assistance to the economic development of Southeast Asian countries. We hope Canada will support this effort because the heightening of prosperity in this region is bound to have a favorable effect on the exports from European and American countries in general.

We are firmly convinced that the sound development of world economy depends upon free trade and recovery of the convertibility of currencies We are prepared to participate in any kind of international co-operation designed to achieve this goal.

Lack of natural resources and over-population are forcing Japan to seek her subsistence solely in foreign trade. This is what differentiates Japan from other Asian nations. The type of our economy is almost a completely Western one. Therefore, as long as the activities of Japan's industry are vigorous she will permanently offer a very profitable market for Canada's cereals, pulp, iron ore and other minerals. If we can also co-operate for the development of Canada's natural resources through joint ventures or in other ways, the future of economic relations between Canada and Japan will become increasingly brighter.

Boom in Chemical Industry

Fertilizer Output Provides Base for Expansion

Demand for fertilizers to expand food production has provided the basis for the expansion of Japan's chemical industry, which now ranks fourth in manufacturing, next to textiles, foodstuffs and the primary metal industries.

Annual output of organic and inorganic chemical products, oils and fats and pharmaceuticals, but not including chemical fibres, has been averaging $1,400 millions, or about 10% of the manufacturing output.

The industry depends on imports of a number of basic items, with 1953, for example, showing $23.9 millions for potassium salt; $17.9 millions for phosphate ore; $12.9 millions for salt and $15.6 millions for tallow.

Fertilizer Exports

In addition to supplying the domestic market, however, the chemicals earned substantial foreign exchange. Exports of ammonium sulphate earned $27.4 millions; phosphate fertilizers $2.2 millions; dyestuffs $2.5 millions and pharmaceuticals $6 millions.

Primary production of ammonium in 1953 reached 609,000 tons, or about twice the prewar level, with the companies operating at about 70% of capacity.

Government capital and a subsidy plan helped in the postwar recovery of the ammonium sulphate industry, so that by 1953 the industry was meeting domestic requirements of 1.5 million tons a year, with 500,000 tons for the export market.

Cost of Materials

High cost may be the major handicap in holding the export market, since the industry depends to a large extent on coking coal, and Japan imports 50% of its coking coal requirements. Also, while power costs are not high, the electrolytic process manufacturers in the industry have not been able to secure sufficient power to operate at peak rates. Government and industry are aiming at a cost reduction of about $15 a ton, from the present $45.

Annual production capacity of calcium cyanamide is 520,000 tons, with the industry turning out 496,000 tons in 1953. Presence of native limestone is an asset to this section of the industry. Among the measures being taken to lower costs are the introduction of large-sized closed electric furnaces, production of byproducts, and technical assistance agreements with U. S. firms.

Producers of urea are going ahead with plans for expansion, aiming at a production of 273,000 tons by 1956, from the present 103,000 tons. Urea is produced to meet the demand for nonsulphuric fertilizers.

Production of other chemicals is as follows: calcium carbide, 596,000 tons; calcium superphosphate, 1.4 million tons; sulphuric acid, 2.7 million tons; soda ash, 277,000 tons; caustic soda, 383,000 tons.

Expansion in Plastics

Production of synthetic resins and plastics has risen from 17,300 tons in 1950 to 49,165 tons in 1953, with a five-year program under way to raise capacity to 140,310 tons.

There are about 200 companies producing materials for plastics; and about 2,500 processing companies.

The 1958 goal of the expansion program by products is:

	Tons
Phenol	17,000
Urea Melamine	33,000
Polyvinyl Chloride	55,000
Metaacryl	3,000
Silicon	660
Fluorine	500
Alkyd	11,750
Polyester	2,400
Polyethylene	5,000
Polystyrene	12,000
total	140,310

Among the major technical assistance and capital tie-ups between Japanese and foreign companies are:

Monsanto Kasei Kogyo with Monsanto Chemical (U. S.) in the manufacture and processing of vinyl chloride resin and plasticizers;

Nippon Geon with B. F. Goodrich Chemical Co. (U. S.) in the manufacture of vinyl chloride polymers;

Mitsui Kagaku with American and Far Eastern Engineers Inc. in the manufacture of vinyl chloride;

Sumitomo Kagaku with American Cyanamid Co. in the manufacture of melamine resin;

Shin-Etsu Kagaku with International General Electric (U. S.) in the manufacture of silicon;

Toyo Koatsu Kogyo with American and Far Eastern Engineers (U. S.) in the manufacture of urea synthetic resin;

Nippon Carbide Kogyo with Ciba Ltd. (Switzerland) in the manufacture of melamine resin.

Production of Dyes

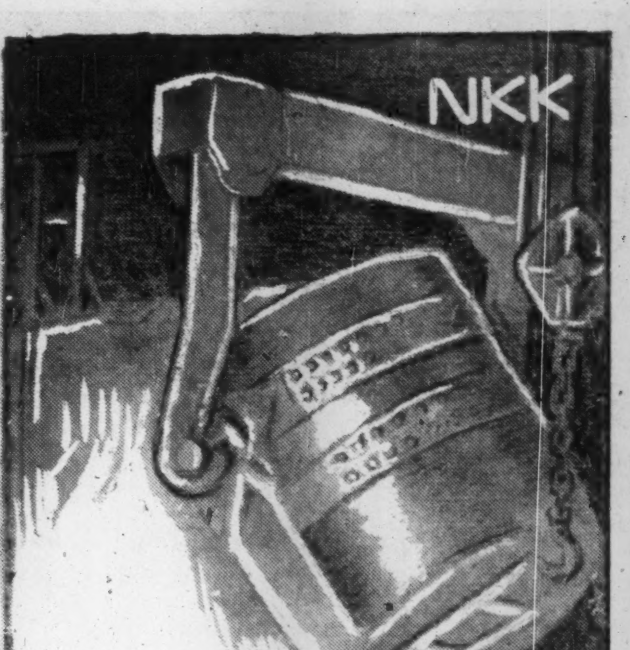
Prewar, Japan was fourth in the production of dyestuffs, ranking behind Germany, U. S. and Russia.

In 1945 production of dyestuffs was 652 tons, or 2.3% of the prewar level.

By 1950, production of synthetic dyestuffs had returned to 9,000 tons, and in 1953 it reached 19,300 tons.

More than 30% of the industry's production was exported to China alone in prewar, but total exports in the past few years have been little more than 7% of output.

Industry costs are high, because of the high cost of raw materials, and an industry-wide effort is being made to raise quality to regain some of the export market.



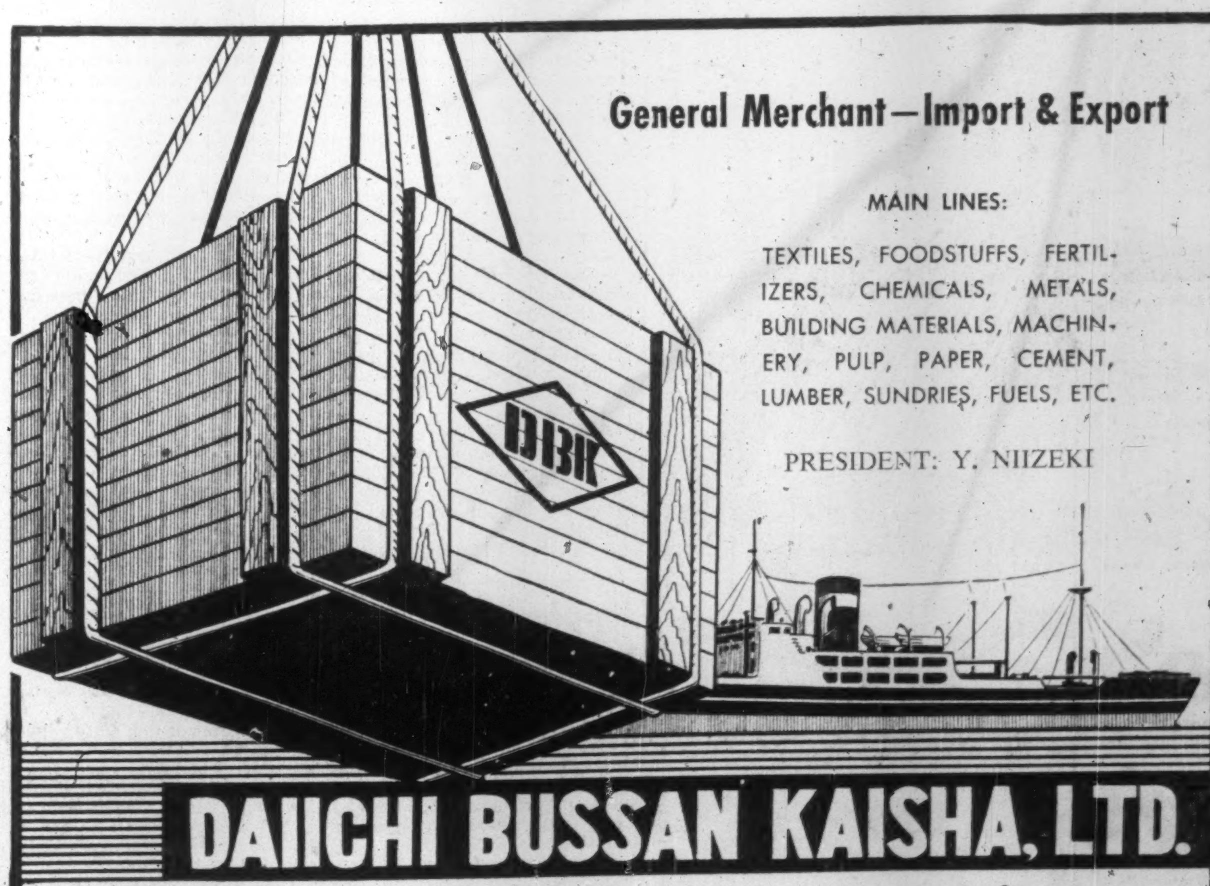
From the Smelter to the Finished Steel Products
It's NKK all the way!
Tubular Products, Plates & Sheets, Bars & Shapes, G.I. Sheets, Pig Iron,
Ferro-Alloys, Chemicals, Fertilizers
Shipbuilding, Repair & General Construction
NIPPON KOKAN K.K.
(NIPPON STEEL TUBE CO., LTD.)
Marunouchi, Tokyo, Japan
Cable: STEELTUBE

For complete coverage of the fast-moving Canadian business scene — read
The Financial Post
First in Canada for
- Finger-tip facts on the swing and sway of business
- News of new legislation and impending tax changes
- Weekly coverage of Canadian financial markets

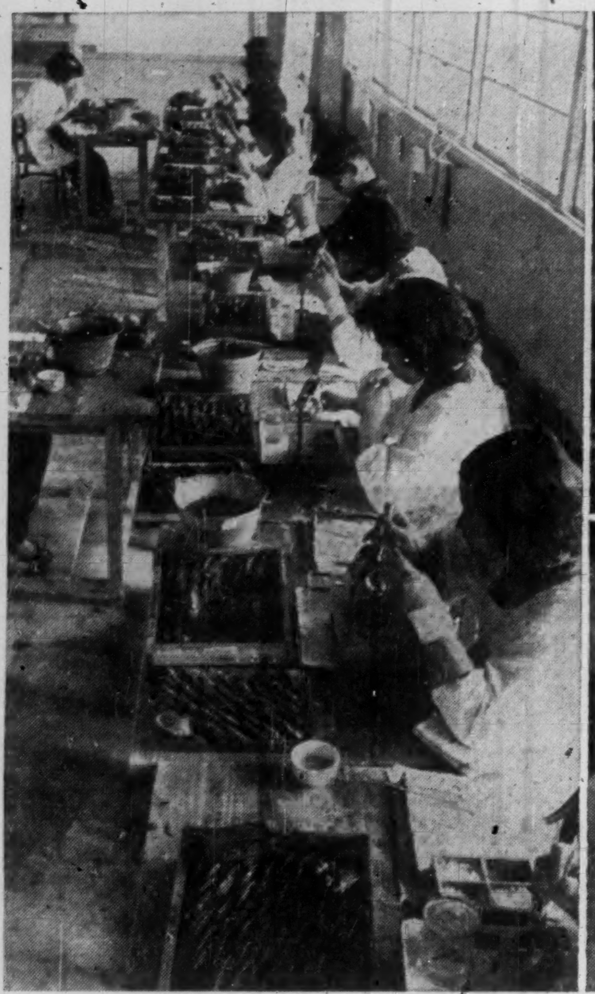
It's a wonderful way of keeping abreast of what's happening in Canada. Canada's largest staff of business writers report each week the implication of current political and economic trends and how they will affect you. Subscribe now. Fill in the coupon below and return it — today.

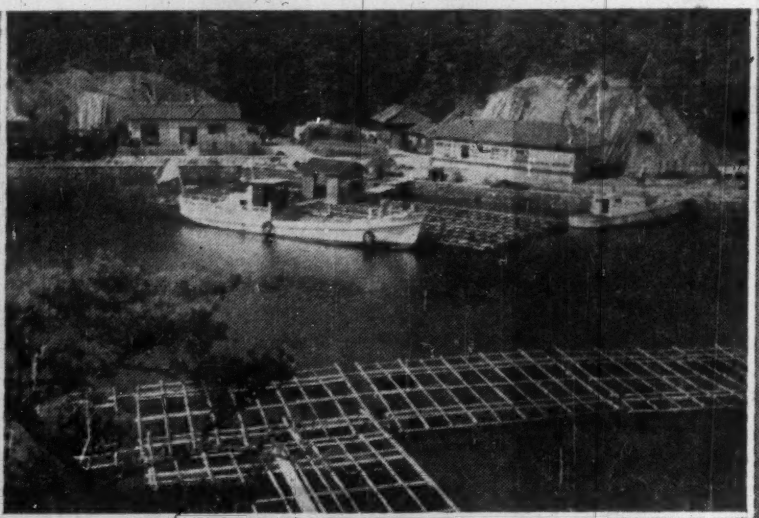
The Financial Post
481 University Ave., Toronto 2, Can.
Please enter my subscription as below:
Canada: $6 yearly ☐ 2 years $11 ☐
Elsewhere: $7 yearly ☐ 2 years $13 ☐
Payment herewith $........ Bill me later $........
COMPANY
NAME
ADDRESS
CITY AND PROVINCE
NATURE OF BUSINESS
FP-55

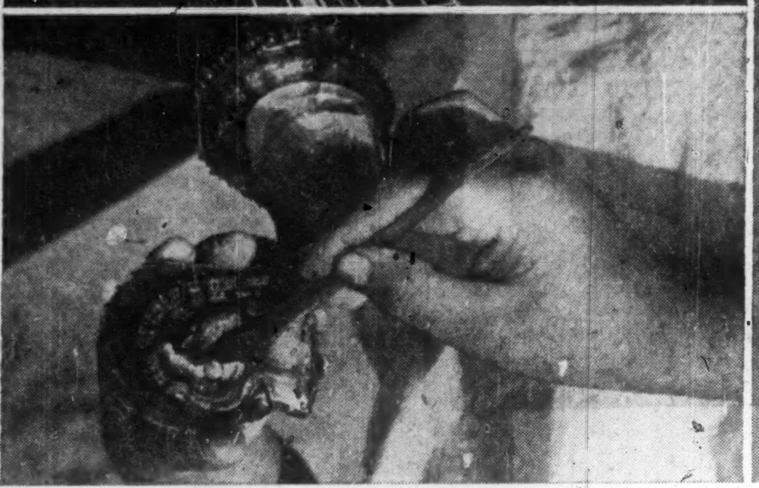
EXPORTERS, IMPORTERS & MANUFACTURERS OF
SEA FOODS
Canned Tuna, Sardines, Mackerel, Oysters, Salmon, Crabmeat and Mandaline Oranges.
Frozen Albacore, Yellow Fin, Frog Legs, Scallops, Sword Fish, Rainbow Trout, Fish Sticks and Blocks.
Dried and Salted Fish.
NIPPON REIZO K.K.
Cable Address: "NICHIREI" TOKYO
Head Office: No. 8, 3-CHOME, MINATO-CHO, CHUO-KU, TOKYO, JAPAN
President: Kojiro Kimura
Capital: 1,600,000,000 Yen
Branches: 15, Plants: 174



General Merchant—Import & Export
MAIN LINES:
TEXTILES, FOODSTUFFS, FERTILIZERS, CHEMICALS, METALS, BUILDING MATERIALS, MACHINERY, PULP, PAPER, CEMENT, LUMBER, SUNDRIES, FUELS, ETC.
PRESIDENT: Y. NIIZEKI
DAIICHI BUSSAN KAISHA, LTD.
HEAD OFFICE: 2, 1-chome, Marunouchi, Chiyoda-ku, Tokyo
Tel.: (27) 0361, 0461, 0561, 0661, 0861
Branches: Osaka, Kobe, Nagoya, Yokohama, Sapporo, Moji
Canada Office: Room 202, 77 York St., Toronto, Ont., Canada
London Office: No. 17, Philpot Lane, London, E.C.3, England
New York Office: Room 2304, 30 Broad Street, New York 4, U. S. A.
Other Offices Abroad: San Francisco, Seattle, Portland, Sao Paulo, Buenos Aires, Hamburg, Teheran, Karachi, Calcutta, Djakarta, Rangoon, Bangkok, Taipei, Hongkong, Naha, etc.
Bankers: The Bank of Tokyo Ltd., The Mitsui Bank, Ltd., The Fuji Bank, Ltd., The Sumitomo Bank, Ltd., The National City Bank of New York, Tokyo; Bank of America, N.T. & S.A., Tokyo; The Hongkong & Shankhai Banking Corporation, Tokyo
Cable Address: "DAITIBUSAN TOKYO"
Code Used: Bentley's Complete, Bentley's 2nd, Acme, ABC 6th







How to 'Breed' a Pearl

FIRST STEP in Japan's tricky pearl culture is insertion of speck of foreign matter in live oyster . . .

OYSTERS are put back into ocean beds and left for up to seven years. Result is quality pearls in mother-shells; production from 50% to 90% . . .

PEARLS find their way to the women of the world in a $5-million export industry.

They Help Nature Make Choice Pearls

A Dream, Patience, Know-How Lead To $5-Million Industry

One man's dreams, a patient people and an obliging nature have given Japan a $5 million export industry.

The industry: cultured pearls.

The man: the late Kokichi Mikimoto.

Before his death last year, at 96, Mikimoto had said: "I will pay Japan's reparations with pearls."

With 95% of production going into the export market, there seems little doubt that the product he made famous will do much to earn foreign exchange for Japan.

Mikimoto's life work began when, after boyhood poverty, he had educated himself, opened a grocery shop and then started to trade in marine products. Natural pearls were a sideline with the seagoing traders, and Mikimoto was lured by their beauty. His question: "How does the natural pearl come into the world?"

He began to experiment, placing irritants inside the shell in the form of tiny pieces of shell. The small oysters were put back in the ocean and left there. But it was four years and thousands of shells later before his wife found the first bead of pearl in one of their test shells.

It was another four years before he could produce uniformly spherical pearls, but the secrets he uncovered led to the development of a major, scientific industry.

Centred in Mie Prefecture, the pearls are produced in the warm coastal waters south of the middle part of the main island of Japan.

How It's Done

Mother oysters, taken from the ocean floor by women divers or bred by science, form the first step in the process. Other salt-water shells, such as the black lip pearl oyster, mabe oyster and abalone, or fresh-water shells like the ikecho oyster are also used.

The accepted theory in the development of pearls is that when foreign matter enters the oyster, the tissue of the oyster envelops the foreign matter with the pearl substance, and keeps building it up. The theory is strengthened by the fact that natural pearls have a nucleus of a grain of sand or hard material, or even parasitic insects.

Man's problem was to find (1) a substance which would encourage the oyster to cover the foreign matter; (2) the proper spot in which to insert the foreign matter in the oyster and then (3) means of retaining the oyster and encouraging its growth.

Stones, horns, marbles, silver and lead have all been tried as nucleus, but the choice has settled on two products: pig toe shells from the U. S. and dobu shells native to China.

Some 20 enterprises are engaged in the production of nuclei, many of them in the homes of their owners. The shells are broken into small cubes by an intricate process of eccentric presses, then rounded between the iron plate and stone mortar of a ball-making machine and gradually reduced to small, perfectly round beads. Only the top grades are chosen for pearl culture nuclei, the rest being sold for use in the manufacture of imitation pearl.

Skilled hands insert the nucleus into the mantle of the oyster and tie it in place. The oysters are put into wire baskets, or threaded on ropes which will not interfere with the natural opening and closing of the valve, and they are put into the ocean to let nature go to work.

Quality Control

All the work is not left to nature, however. The nucleus is inserted in the eight-month period from April to November, and the oysters remain in the sea for up to seven years, depending on conditions and the size of pearl required.

The shells are lifted out of the water and cleaned several times during the year; they must be protected in periods of cold tides, typhoons; in some cases the whole raft may be removed to warmer waters during the winter months.

Out of the mother-shells which have been laid down and tended for years, the actual production of pearls varies from a low average of 50% to a high of 90%. These then start on their way to the women of the world.

To protect the industry's reputation, the Japanese Government in 1952 passed a law that every pearl for export must pass rigid inspection.

Mikimoto himself, the founder of the industry, set the standard many years ago when he poured gasoline on quantities of low-grade pearls and burned them, insisting that only the best should be offered to the world.

After a period of price-cutting in 1954 the industry with government help took steps to strengthen its position and maintain the quality and price of its product.

A National Pearl Research Laboratory has been established, to gather together the knowledge now held by many individuals and to carry on research on behalf of the industry as a whole. The main laboratory will be opened in May on Ago Bay, and will be open to tourists as a museum of pearl culture, not far from the cities of Kyoto and Osaka.

How to Select The Top Pearls

How can you select a choice pearl?

Here's some advice from Zojiro Yoshizaka, chief of the Tokyo Pearl Inspection office, writing in Commerce of Japan recently:

"Select a place where the natural rays of light come only from the north.

"Lay out a sheet of black velvet cloth, and put the pearls on it.

"Everybody has a particular fancy of his or her own as to the coloring of a pearl. But generally, pearls pinkish in color giving an impression of purity are deemed the best of all.

"The shape must be perfectly spherical, allowing the gem to roll unobstructed in any direction.

"The pearl layer must be thick, which means that the longer the pearl was in cultivation the better.

"They must be free from any flaw, smudge, rough texture or crack, and must be possessed of well-harmonized beauty as a whole when put together in a strand."

Postwar Building Booms Japan's Big Cement Industry

Postwar reconstruction in Japan lifted an already strong cement industry into a boom.

Production in 1954 reached a record 10.6 million tons. (In Canada: four million tons).

Native limestone and clay provide the basic materials for Japanese cement, and help to make it a strong winner in the foreign exchange field. Exports in 1954 totaled more than 904,000 tons, worth about $20 millions.

For the most part, Japanese cement is Portland cement, made by adding a small quantity of silica and iron slag to limestone and clay, burning the combination to produce clinkers, and crushing after gypsum has been added.

To meet special demands, quick-hardening cement, low temperature cement, and other varieties are produced.

The dry process is currently used for about 70% of output but the wet process is gaining in popularity. Standard size of the rotary kiln is about 200 feet long, with clinkers burned at a rate of about 20 tons per hour.

Addition of 10 kilns within the past year has increased capacity almost 10%, and modernization includes air sliding conveyers, grate coolers and crushing mills.

Postwar reconstruction work kept the industry operating at capacity. A new factor has been the extensive program of hydro electric power development, calling for the construction of a number of dams throughout Japan.

Here is the record of production and export:

	Output	Export
	(000 tons)	
1954	10,675	904
1953	8,740	803
1952	7,096	951
1951	6,532	1,075
1950	4,451	575

Traditionally, exports go to Korea, Hongkong, Okinawa, Singapore, Pakistan and Indonesia. In addition, Japan has added Brazil as a major market, but is still aiming at the Southeast Asia market as her big hope for expanded cement exports. As a member of the Colombo Plan, she is looking forward to taking part in economic developments in the area.

READY FOR EXPORT

Pig Iron, Billet, Slab, Sheet Bar, Bar, Shape, Wire Rod, Rail, Hoop, Plate, Hot Rolled Sheet, Cold Rolled Sheet and Galvanized Iron Sheet; By-products.

FUJI IRON & STEEL CO., LTD.

NIHONBASHI-EDOBASHI, TOKYO, JAPAN Cable STEELFUJI TOKYO

Come and See
Our Exhibits in Toronto
at the
C.I.T.F.

C. ITOH & CO., LTD.

General Exporters & Importers
Established
1918

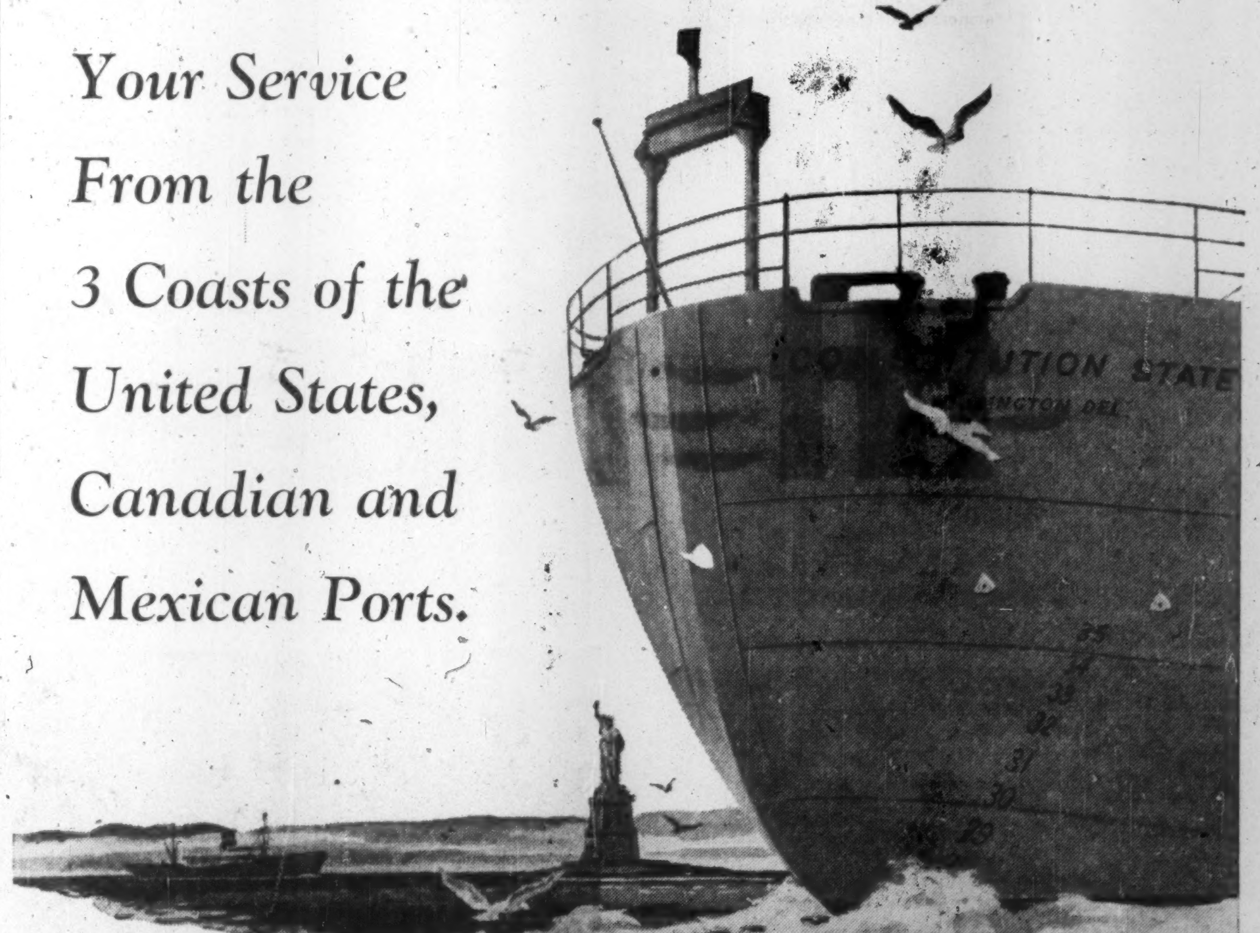
Head Office:
Central P.O. Box 117
Osaka, Japan.

Cable:
"CITOH OSAKA"

TEXTILE AGENT:
Doric Fabrics Ltd.,
Room 230, 1247 Guy St.,
Montreal, Que., Canada
Telephone GLenview 5323

AFFILIATE:
C. Itoh & Co., (America) Inc.
50, Broadway, New York 4
New York, U.S.A.

At
Your Service
From the
3 Coasts of the
United States,
Canadian and
Mexican Ports.



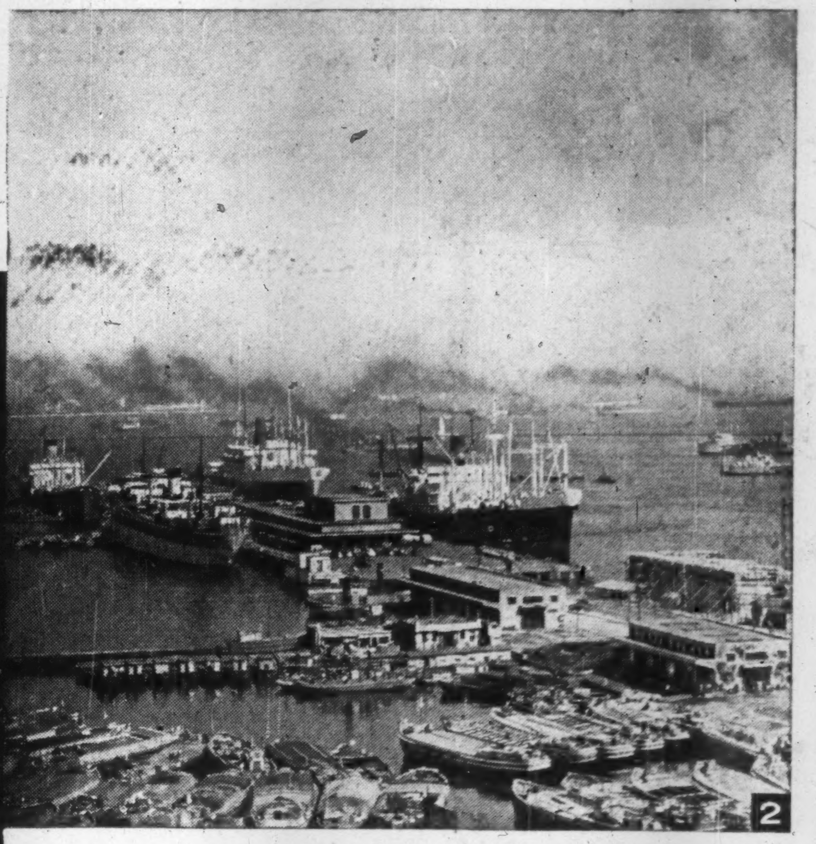
to
The FAR EAST JAPAN • KOREA
FORMOSA • INDO-CHINA • THAILAND
INDIA • PAKISTAN

Canadian Representatives

Halifax, N.S.	I. H. Mathers & Sons, Ltd.
Montreal, Quebec	Shipping Limited
Saint John, N.B.	H. E. Kane Agencies Ltd.
St. John's, Nfld.	Bowring Brothers, Ltd.
Vancouver, B.C.	Pacific Marine Freighters, Ltd.

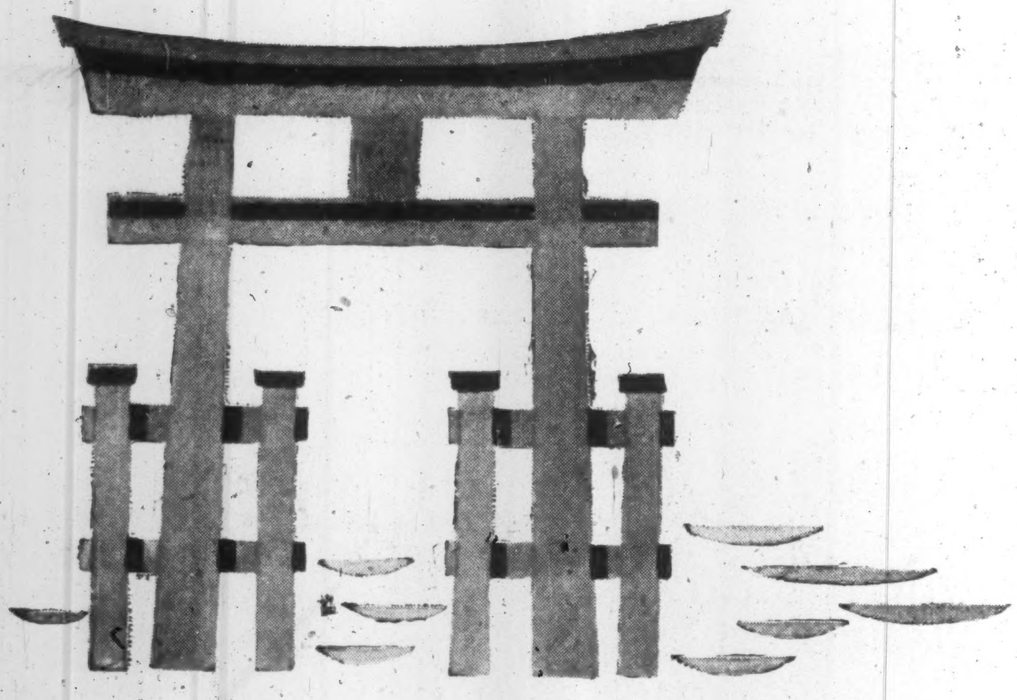
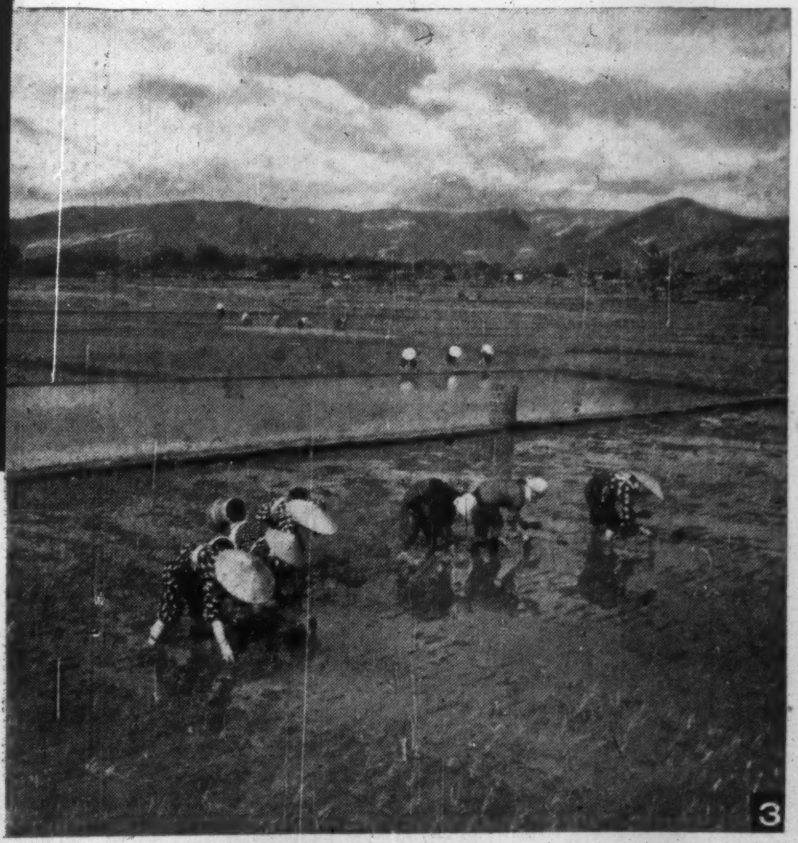
States Marine Lines
WORLD WIDE SERVICES
90 BROAD STREET • NEW YORK 4, N. Y.
Agents in principal cities and world ports

OFFICES: Baltimore • Brownsville • Chicago • Dallas • Fresno • Galveston • Houston • Long Beach • Los Angeles • Memphis • Mobile
New Orleans • New York • Norfolk • Philadelphia • Portland • San Franciso • Seattle • St. Louis • Washington, D.C. • Tokyo • Pusan • Seoul



JAPAN

Where East and West Meet and Mingle



1. The Tokyo Skyline
   as seen from across the Imperial Palace moat
2. Yokohama,
   the busiest port in Asia
3. Planting Rice,
   Japan's principal staple food
4. Cherry Blossom Time
   at the Heian Shrine in Kyoto